35 Cents

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

OCTOBER 16, 1961

TvB reports more homes watching tv more as revenue also hits new high 27

4A report indicates some of the heat may be off radio-tv ads 38

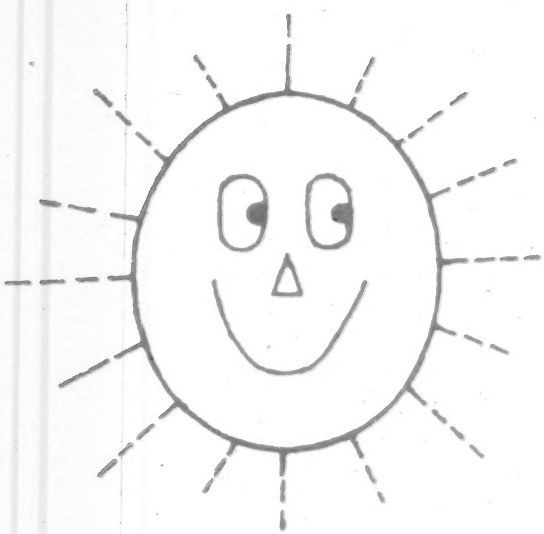
There'll be pressure for more free time for politicians in '64 46

Collins tells NAB roadshow he has improved governmental relations 62

COMPLETE INDEX PAGE 7

Next month, the RKO General radio stations join Time Inc. in broadcasting a new and specialized news service, TIME-LIFE BROADCAST NEWS. It wraps the world-wide coverage of Time, Life, Fortune and Sports Illustrated into a single service—the exciting inside story from Washington, London, Hollywood and New York. These distinctive reports are available, on an exclusive basis, to other major markets.

TIME-LIFE BROADCAST



On outdoor boards, in newspapers—even in the sky*—as well as on television, Chicago has been decked out with thousands of smiling 9s during the past eight weeks. This was the biggest teaser campaign ever to hit a metropolitan area—a blockbusting, news-making campaign to introduce WGN-Television's exciting new fall programming to viewers on Channel 9. This was a campaign promoting greater audiences for.....

Best movies at 10:15 P.M.—presenting the 111 post-1950 film features from the celebrated Seven Arts and MGM packages.

More newscasts . . . Snappy, exclusive "Newsbreak," nine times daily—9, 10 and 11 a.m. and at 1, 2, 3, 7, 8, and 9 p.m., supplemented by complete and comprehensive news coverage at 7:45 and 11:45 a.m.—5:45 p.m., plus "10th Hour News" at 10 p.m. and the "Midnight Roundup."

More outstanding features . . . more music, more drama, more special events and service programming—"Great Music from Chicago," "The Play of the Week," "Bozo's Circus," "Ripcord," "King of Diamonds," "Dick Tracy," "Your Right to Say It."

Exclusive year-around sports . . . introducing this season the Saturday Sports Spectacular featuring away-from-home hockey games of last season's hockey champions, the Chicago Blackhawks, and Chicago's new professional basketball team, the Chicago Packers . . . every Saturday night starting October 14.

For availabilities, contact: WGN-TV, 2501 Bradley Place, Chicago 18, Illinois. Phone: LAkeview 8-2311. WGN-TV, 220 E. 42nd Street, New York, N. Y. Phone: MUrrayhill 2-7545. Represented by Edward Petry & Co.

*more than 1,000 9s via skywriting

America's best
local program in the
interest of youth"

the NEW Spirit of St. Louis

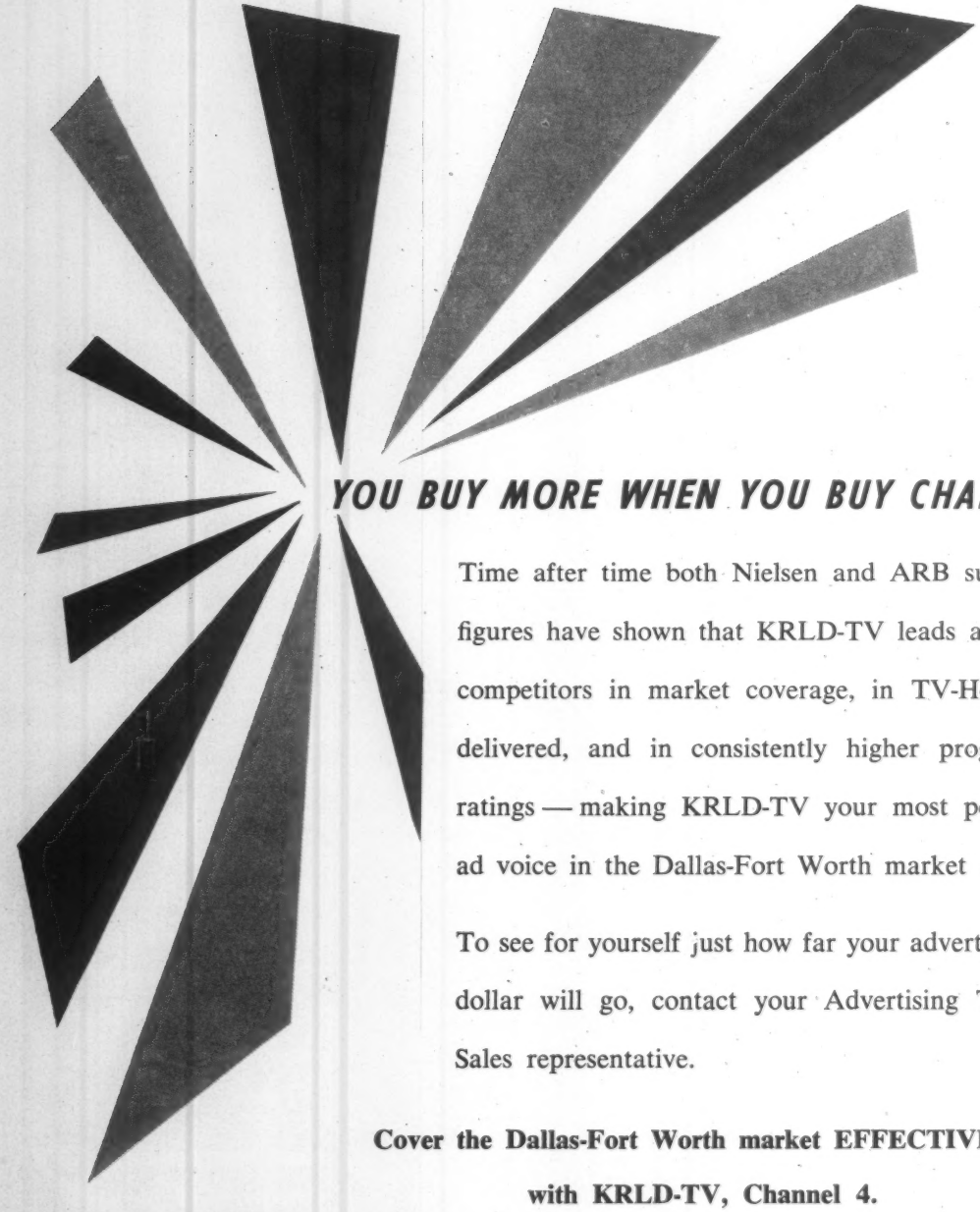
Progress is the keynote in the entire St. Louis metropolitan area, the area with the *new* spirit, where more than one billion dollars is being spent for expansion and major improvements. Progress is the keynote, too, at KTVI, the *only* television station in the United States to receive the American Legion's coveted Golden Mike Award for its staff produced documentary series, "Expedition! "St. Louis", acclaimed *"America's best local program in the interest of youth."*

And remember, KTVI Channel 2 is still your lowest cost per thousand in St. Louis.

Represented nationally by BLAIR-TV

KTVI 2a abc

CHANNEL ST. LOUIS



YOU BUY MORE WHEN YOU BUY CHANNEL 4

Time after time both Nielsen and ARB survey figures have shown that KRLD-TV leads all its competitors in market coverage, in TV-Homes delivered, and in consistently higher program ratings — making KRLD-TV your most potent ad voice in the Dallas-Fort Worth market area.

To see for yourself just how far your advertising dollar will go, contact your Advertising Time Sales representative.

Cover the Dallas-Fort Worth market EFFECTIVELY with KRLD-TV, Channel 4.

KRLD-TV

REPRESENTED NATIONALLY BY ADVERTISING TIME SALES — FORMERLY THE BRANHAM COMPANY

THE DALLAS TIMES HERALD STATIONS

CBS

Channel 4, Dallas-Fort Worth

Clyde W. Rembert
President

MAXIMUM POWER TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.

CLOSED CIRCUIT®

New kettle of fish

Look for new blast from FCC Chairman Newton Minow against newspaper and magazine ownership of radio-tv stations. In interview to appear next week, he cites FCC's renewal rule which allows applications for existing stations and will stress vulnerability of newspapers as licensees, notably in so-called monopoly newspaper markets. This follows tack enunciated in appeal to nation's parents (in *PTA* magazine article) to help commission monitor television programs and turn in evidence at renewal time (BROADCASTING, Oct. 9).

Rum research

At least two advertising agencies are known to have researchers probing audience reaction to stations which have accepted Publicker Industries' radio commercials for hard (whiskey and bourbon) liquor (BROADCASTING, Aug. 21, et seq.). These agencies have top-billing, multi-brand clients who might be interested in campaigns of their own. But they seek sufficient number of stations that will attract high-income audiences (good music stations, for example) for limited-appeal products, say rum or vodka.

Renewal form compromise?

"They'll get just about everything they want." This was view of several FCC members following Oct. 6 conference of FCC *en banc* with broadcaster spokesmen rallied by NAB on proposed new programming and logging requirements. But commissioners wouldn't commit themselves beyond compromise on logging and some definitions, to lighten load on smaller stations.

Such contested items as program categories and guidelines and promise versus performance aren't likely to be jettisoned, but there is hope that onerous label of commercial "interruptions" will be softened. Several commissioners admitted they had learned things at meeting and hadn't realized hardships involved.

One more over Paar

Is Jack Paar's announced leave-taking from his nightly program (see story, page 73) also mixed blessing for NBC-TV? Network, which fought hard to retain nightly services of performer who brought in heavy sponsor revenues yearly, was said to have been in tough spot, because of him, with some news publications and certain advertisers. Part of New York press reportedly had adopted policy to ignore Paar except when he is part of legitimate news story. This policy also seemed to be extending, in subtle way, to point where other NBC-TV shows would have increasing difficulty in breaking into print. Some advertisers reportedly also had expressed annoyance to network over Paar's antics.

Rating quandary

Ratings can be tricky, but Arbitron's instant nationals have provided extra element of reverse-twist consternation: In one way or another two networks had indicated skepticism about nationals, and both have found cause to re-think their positions. NBC-TV didn't subscribe at all and hence finds itself frustratingly limited in publicizing some of best ratings reports it's had in years. ABC-TV subscribed but when first returns showed lags for several of its shows it took vigorous steps to plug leaks that had let those reports get into print; almost immediately, however, ABC-TV found in subsequent reports enough favorable results to start leaking itself. CBS-TV, which also subscribed, meanwhile has been getting at least reasonably solid ratings—and said nothing. (For ratings of last week's premieres, see page 76).

Conference box score

Unofficial appraisal of first two NAB conferences: Majority of broadcasters thought Pres. LeRoy Collins has improved industry-government relations; is acquiring better understanding of basic issues; professes to have thick skin but is bitter about trade press criticism; hasn't obtained familiarity with grass-roots operating problems; shows great agility and eloquence in difficult situations; needs to throw away his political eyeglasses.

Frown on fillers

It seems reasonable bet that tv networks will be asked by Assn. of National Advertisers to shorten up on such so-called "filler" material as promos, cross-promos, credits, titles, etc. ANA authorities are disenchanted with volume of such material, as Brown & Williamson's John W. Burgard made clear in his testimony during FCC's advertiser hearings (BROADCASTING, Oct. 2). Mr. Burgard, co-chairman of ANA broadcast subcommittee to study problem, said clocking of evening programming showed "almost as much time is devoted to this kind of material as to commercials," and suggested it is not only "an irritant to viewers" but also "may be a cause of some criticism of overcommercialization."

R, S & G cutoffs

With Nov. 1 established as likely cut-off date for applications for new vhf channels open in Rochester, Syracuse and Grand Rapids, to provide three-station (and three-network) competition, prospects are that efforts will be made to encourage interim authorization of new stations through whatever feasible means may be developed by applicants who get in under wire. FCC, in deciding on Nov. 1 cut-off date, met requirements of existing rules by establishing that date as one on which then qualified applications will be scheduled for hearing.

It's presumed that efforts will be made to have applicants who get in before deadline agree for "trusteeship" arrangement so that immediate construction might start, with ultimate winner in hearings to take all after reimbursing others for legitimate expenses. One thought advanced was that ABC-TV might take on temporary trusteeship, without regard to existing multiple ownership rules, with understanding that facilities later would go to winning applicants. These three cases are distinguished from sub-standard drop-in cases in eight markets which more than likely will wind up in courts.

When Swezey takes over

One of first tasks confronting Robert D. Swezey, NAB's new radio-tv code administrator, as he formally takes over post this week, is drastic rewriting of tv code. Assignment is under supervision of Joe Herold, KBTV (TV) Denver, as chairman of subcommittee. Goal is more easily understood language and improved guideposts for station personnel.

Test for tv

One of pet pastimes of television's critics is to talk about chicken-and-egg effect of television and juvenile delinquency, with tv cast as chicken. Soon there may be new way to test validity of that argument and evaluate extent to which it's true, if at all. Research technique for studying JD and tv is reportedly one of winners in TvB's big communications research competition, conducted by group of nationally known authorities headed by Mark May of Yale psychology department.

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PRIZE PACKAGES... open now for more Detroit Sales

Looking for top-rated minutes in crackerjack movies? Then take a look at Channel 2's Fall lineup! The cream of the movie packages . . . top stars in the big pictures . . . John Wayne in "The High and the Mighty" and "Island In the Sky", Ray Milland in "Sealed Verdict", Bob Hope in "My Favorite Brunette", Robert Mitchum in "Track of the Cat", plus scores of other audience builders. Hit 'em where they're looking! WJBK-TV movie spots SELL!

WARNER BROS. "7 ARTS"

20th CENTURY FOX "SUNSET"

RKO

20th CENTURY FOX "61 FOR 61"

PARAMOUNT

SHUBERT

FLAMINGO

M & A ALEXANDER

UNITED ARTISTS

MINUTE SPOTS AVAILABLE IN:

MORNING SHOW
9-10 a.m., Mon. thru Fri.

EARLY SHOW
5-6:30 p.m., Mon. thru Sat.

NIGHTWATCH THEATER
11:25 p.m. to sign off, Mon.-Sun.

SATURDAY & SUNDAY SHOWCASE
Starting at 1:00 p.m.

WJBK-TV

A STORER STATION

CHANNEL 2 CBS DETROIT

NATIONAL REPRESENTATIVE: STORER TELEVISION SALES, INC.

WEEK IN BRIEF

Television viewing is at an all-time peak, wasteland or no wasteland, according to Television Bureau of Advertising. Some 47 million homes average 5 hours 22 minutes of viewing per home per day. See . . .

TV AUDIENCE, REVENUE HIGHS . . . 27

Sponsors and their agencies often come up with vastly different evaluations of markets, according to Television Advertising Representatives study. Spot tv billings in the FCC's report are analyzed on per-family basis. See . . .

FAMILY IMPACT OF TV SPOT . . . 30

Washington goes to far points of the nation as NAB headquarters squadron holds first two Fall Conferences in Dallas and St. Louis. President LeRoy Collins tells how he has improved relations with government. See . . .

NAB'S HOPEFUL VIEW . . . 62

Want better and more successful programs? Ollie Treyz, ABC-TV president, says agencies and their clients should get together, joining the networks in planning for the 1962-63 season in search for solution to problems. See . . .

TREYZ CALLS FOR PLANNING . . . 40

The publicized comments by opinion leaders who speak about broadcasting generally get around to the impact of commercials. A survey by agency interests appears to remove some of the heat from commercials. See . . .

HEAT OFF RADIO-TV ADS? . . . 38

A rash of electronic methods designed to solve billing problems has developed in recent months. The latest is Central Media Bureau, third in the field of firms engaged in cutting the paperwork in timebuying. See . . .

THIRD MEDIA BUREAU FORMED . . . 32

Broadcast coverage of the 1960 presidential campaign estimated at $20 million in news and free time, according to Brookings Institute study. Expense of campaigning in 1960 far surpassed 1956, it's shown. See . . .

FREE TIME FOR POLITICIANS . . . 46

The cluster system of tv commercials, often called the "magazine concept," gets another boost from Fairfax Cone. The agency executive also has some piercing comments about programs, ratings and balanced schedules. See . . .

MAGAZINE CONCEPT PUSHED . . . 28

Vhf television stations are deeply concerned about the FCC's proposals to switch a number of markets to all-uhf transmission. Last week they held a war council in St. Louis, laying plans to protect the present system. See . . .

AMST PRIMES ITS GUNS . . . 54

The future of the spectrum faces imminence of such new miracles as space relay satellites. But there remains the basic problem of private vs. government use. Sen. Magnuson urges creation of super control agency. See . . .

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how to stand out in New York

Nothing easier when you know how. We do. Give listeners what they want. Flash them worldwide, national and local news every hour and half hour. Fill the air with personalities plus music, interview, comment. Next, give advertisers what they want. Not just New York City but 24 counties in 3 states surrounding it. Over 17 million people of all ages, interests, incomes whose annual purchases equal those of the next 3 markets combined. And give advertisers what they respect: a rating no other New York station can deliver. An average of over 13% of all listeners in the metropolitan listening area from 6:00 A.M. to Midnight every day of the week.* No wonder WINS stands out in New York. As do the products advertised on WINS.

*Pulse, July 1961, New York 18 County Area

1010 WINS New York

Nationally Represented by The Katz Agency or call WINS, JU 2-7000

YOUR NO. 1 MEDIA BUY IN THE NO. 1 MARKET IN THE U. S.

AT DEADLINE

Collins opposes all-uhf tv plan

NAB President LeRoy Collins said Friday he feels any plan to move all tv into uhf "is not the best way to serve the people because it would result in loss of total tv service in many remote areas."

Speaking at news conference held during NAB fall conference at St. Louis, he likened prospect of all-uhf system, with many small stations, to economic hardships in over-crowded radio band.

Gov. Collins said self-improvement process in broadcasting is already underway and would have happened without any prodding from FCC Chairman Newton Minow. He denied broadcasters are "running scared," saying instead they are "running concerned." He said he does not feel publicity impact of Minow technique is best way to get improvement in view of industry's self-regulation structure. He noted concern at Oct. 9 Dallas NAB conference over Mr. Minow and possible federal control. (See early NAB story page 62.)

St. Louis session opened with staff presentations. Ward L. Quaal, executive vice president-general manager of WGN Inc., Chicago, demonstrated how his radio and tv stations improve program quality and boost income by strict adherence to radio and tv codes. His filmed talk was also shown at Dallas and will be feature of all fall conferences.

Clair R. McCollough, Steinman Stations, chairman of NAB joint boards, presided at Friday afternoon discussion of NAB and industry problems.

Victor Sholis, WHAS-AM-TV Louisville, said stations had rejoined NAB as result of personal respect for Gov. Collins and his achievements as president. He said Chairman Newton Minow of FCC is man of personal integrity but went too far when he told networks to program children's hour every afternoon.

It's NAB's job to tell chairman he is going beyond his authority, he added. He contended chairman has plenty to do administering law and ought to stay out of program content. But he said if station makes promise to commission and then doesn't deliver, it should lose its license.

Ogilvy, Stowell move to top OB&M posts

David Ogilvy, founder and president of Ogilvy, Benson & Mather Inc., was moved into newly-created "upstairs" position on Friday (Oct. 13). Agency's board of directors elected him chairman of board, and E. Esty Stowell, president.

Mr. Stowell was Ogilvy's executive vice president. He served in that capacity for five years, coming to agency in 1956 from Benton & Bowles. Mr. Stowell started his advertising career at B&B in 1934, working his way up during next 22 years from apprentice to executive vice president.

Realignment of executive officers is said to have been motivated by agency's growth and increasing load of administrative problems.

No time for selling

Fall circuit of one-day NAB conferences appears to be drawing more broadcasters and fewer associate members such as film and program salesmen, check of Dallas and St. Louis registrations reveals.

One-day stands appear to give salesmen inadequate time to contact broadcasters. Last Monday 213 registered at Dallas, seven under figure year ago. St. Louis meeting Friday drew 198 registrations at noon, 14 above same area year ago.

Papert, Koenig, Lois gets Consolidated Cigar

Consolidated Cigar Corp., New York, over weekend was to announce it has awarded what is reported to be $2-$3 million account to Papert, Koenig, Lois Inc., N. Y. Account, consisting of Dutch Masters and Harvester brands, switches Jan. 1 from Erwin Wasey, Ruthrauff & Ryan. Consolidated now fully sponsors ABC-TV's *Ernie Kovacs Show*, and participates in five other ABC-TV programs.

House unit to hear TvB, NAB, others

House Small Business subcommittee has asked Television Bureau of Advertising, NAB and other "interested" but unidentified parties to comment on its scheduled inquiry into small advertisers' complaints that broadcasters discriminate against them in sale of prime time. Subcommittee Chairman Dale Alford (D-Ark.) has set hearings for Nov. 6 and 7 (BROADCASTING, Oct. 9).

Subcommittee staff said query is "exploratory" in nature, to provide background information. Staff plans further preliminary work this week in talks with various television station officials and representatives of advertising groups.

RCA jacks prices 5% on all broadcast gear

RCA's broadcast and television equipment division will place 5% price increase on all equipment it manufactures effective Nov. 1, it was announced Friday (Oct. 13). Price adjustment covers transmitting, studio and relay equipment used in radio-tv broadcasting and closed circuit tv industries.

RCA said new prices were made necessary by rising engineering and manufacturing costs. In defense of move, company said prices of its broadcast equipment have not increased in proportion to price increases of other types of capital equipment.

Four new tv shows rated by Arbitron

New tv season now is well underway with very few new shows yet to make first appearance. Latest are *Alvin Show* on CBS-TV, and NBC-TV's *Bob Newhart Show* and *David Brinkley's Journal* (all Wed., Oct. 11) and *Margie* on ABC-TV (Thurs., Oct. 12, 9:30-10).

Alvin, according to Arbitrons, received 13.3 rating and 26.1 share to become No. 2 at 7:30-8 against *Wagon Train* on NBC-TV, and *Steve Allen* on ABC-TV; *Newhart* got 18 rating and 34.8 share as No. 2 at 10-10:30 against ABC-TV's *Naked City* and *Circle Theatre* on CBS-TV. *Brinkley* was No. 3 at 10:30-11 period (13.5 rating and 28.9 share) against same opposition on other networks (this also was new episode on *Naked City* for this season). Margie was No. 2 in that period with 20.6 rating and 34.9 share against NBC-TV's *Hazel* and CBS-TV's *The Investigators*.

Of new programs in established series: *Naked City* came in with 19.4 rating and 37.7 share for first half-hour and 17.1 rating and 36.5 share second half-hour (see above), and *Untouchables* and *CBS Reports* ("Eisenhower Years") on Oct. 12. *Untouchables* scored with 22.3 rating and 39.2 share in first half hour, and 21.2 rating and 38.9 share; *CBS Reports* in same period was third.

more AT DEADLINE page 10

Florida Citrus unit to increase radio-tv

Stepped-up use of broadcast media is proposed in presentations by four agencies seeking $3.5 million Florida Citrus Commission account. Commission said Friday race has narrowed down to Ted Bates, Campbell-Ewald, Lennen & Newell and Benton & Bowles.

Final decision will be made by commission Oct. 26. Budget of $3.1 million for past year included little broadcasting except *What's My Line* and *Today*. No radio was included. Commission will go over presentations in detail, check backgrounds and reinterview agencies before making selection.

Agencies eliminated from consideration after review of presentations were Grant; Kastor, Hilton, Chesley, Clifford & Atherton, and Keyes, Madden & Jones, according to commission.

D'Arcy employes get anti-communist lectures

It seems as if red-hot "cold war" has extended to agency field. D'Arcy Advertising, St. Louis, is holding series of anti-Communist lectures at noon-time, which may be attended by its 280 employes in St. Louis. Lectures consist of tape recordings made during greater St. Louis School of Communism last spring and is being run over period of nine weeks. Each week one lecture, devoted to specific area of communism, is played for five days.

Attendance has been averaging 75 staffers per week. Project was approved by agency's management and public relations committee before its start in late September.

Spades not interested in ch. 12, he testifies

Cyril C. Spades, former Republican national committeeman for Florida, told FCC hearing Friday (Oct. 13) that contest for Jacksonville ch. 12 was "of very little significance to me at any time." Mr. Spades was called in rehearing on charges of *ex parte* contacts on behalf of all three applicants for channel, which went to Florida-Georgia Tv Co. (WFGA-TV).

Witness said he first favored application of City of Jacksonville but after talking to Commissioner Robert E. Lee he received impression city had no chance. Therefore, he said, he was "stuck" with Florida-Georgia because principal of third applicant, James R. Stockton, was Florida Democratic finance chairman and he didn't want enemy to be "rewarded."

Allen W. Potter and Mr. Spades both testified on their relationship with Lester W. Foley, earlier witness (see story, page 60), who was president of Beiswenger-Hoch & Assoc., Jacksonville firm which did engineering work for Florida-Georgia. Mr. Spades said he did not remember if Mr. Foley asked him to assist in getting grant for Florida-Georgia and that he had no contact with principals of applicants.

Mr. Spades said he called on Commissioner Mack twice and Commissioner Lee second time. He said he indicated to Mr. Lee that he favored Florida-Georgia (while case was pending) and that commissioner told him he was "out-of-order" and dismissed him.

Those good old days

Ingenious Texan has come up with tongue-in-cheek plan, which he says would solve purported over-commercialization in radio as claimed by some. Taking as his model Eisenhower Administration's soil bank, under which government paid farmers "not" to plant crops, Cliff Sanderford, commercial manager of KIUN Pecos, suggests government establish "Federal Radio Agency," which would set up "commercials" bank. Under plan, if station normally broadcast 1,200 commercials per week, FRA would put one-third of them, or 400, into its "bank," paying station 50% of its regular rates for not carrying commercials.

Hall, Belknap appointed senior vps at NL&B

In expansion of its top echelon, Needham, Louis & Brorby has promoted Vinton H. Hall and Paul E. Belknap to senior vice president.

Mr. Hall, who has been member of NL&B's board of directors since 1958, will become director of client services. He has headed account executive department for past three years, prior to which he served as vice president and account supervisor.

Mr. Belknap has been serving as an account supervisor in charge of group of accounts, since joining agency in 1954 as vice president.

AFTRA plans campaign against KFWB owner

American Federation of Tv and Radio Artists announces nationwide propaganda campaign against Crowell-Collier Publishing Co. as its strike against C-C's KFWB Los Angeles entered fourth month.

AFTRA will mail 5 million postcards to prospective buyers of C-C encyclopedias and leaflets will be distributed from house to house in 18 major cities charging that company has been telling public that C-C has been charged by Federal Trade Commission with making "false, misleading and deceptive presentations," according to Claude McCue, executive secretary of AFTRA's Los Angeles local. C-C also will be identified as owner of KFWB where "announcers and disc jockeys have been on strike since July 11 for decent wages and working conditions." Mr. McCue said AFTRA is soliciting support by all union members in every city of more than 100,000.

Rocket Society hears global tv prospects

What's future of direct telecasting to world receivers via space satellites?

Vice President Johnson thinks first development will be direct fm broadcasts to home receivers to be followed by direct tv telecasts.

FCC Commissioner T. A. M. Craven raised question whether U. S. public would stand for revisions in standards and relinquishment of present tv channels (he thinks not) to accomplish program. If not, public would require new type of all channel receivers and this would cost "billions" of dollars, Mr. Craven said.

Both spoke to meeting of American Rocket Society in New York on Friday and Saturday.

Middle course was presented Friday by Ad Hoc Carrier Committee which submitted its proposals for organization of commercial satellite operating company.

Committee recommended provision for intercontinental tv channel or channels on relay basis, added that direct telecasting to home receivers on worldwide basis seems farther in future.

"To broadcast direct to home receivers from a satellite," report stated, "requires more transmitter power than for a point-to-point purpose or for relaying of sound or television programs. This in turn means a larger power supply and a large, very heavy satellite."

Committee recommended that initially channel, or channels, should be made available for two-way alternate tv transmission on point-to-point basis.

In its major recommendations committee suggested establishment of nonprofit corporation to develop, operate, manage and promote use of space communications system. It recommended that each carrier participating in ownership of satellites be given two directors, those using satellites but not participating in ownership one director collectively, and that President appoint three directors.

Ground stations, report stated, should be left under complete control of individual carriers.

Something to celebrate...5 Hollidays

–among COLUMBIA'S GREAT POST-48's!

"Born Yesterday," "Phffft," "It Should Happen To You," "Solid Gold Cadillac," "The Marrying Kind,"...yes, all of Judy Holliday's top box office hits are among the more than 200 great Columbia Post-48's now available for television. No wonder so many top stations have signed on the dotted line. Isn't it time you put these outstanding feature films on your calendar?

SCREEN GEMS, INC.

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.

Bowling is now the no. 3 sport in TV today!

"CHAMPIONSHIP BOWLING"

- Now going into its 8th straight year
- 26 brand new one-hour shows
- Feature bowling's top stars
- Fred Wolf, bowling's No. 1 sportscaster

Produced in cooperation with
AMF PINSPOTTERS, INC.

AMF®

tremendous ratings, even against football, major league baseball, and feature films!

and "Championship Bowling" is the no. 1 bowling show

MEMO TO AGENCIES:

Don't worry about time slots and market availabilities . . . we have the choice ones already blocked out for you . . . just call us. 50% or 25% sponsorship available in markets coast-to-coast.

Walter Schwimmer INC.

75 East Wacker Drive/Chicago 1, Illinois

Phone: FRanklin 2-4392

N.C.S.'61

"Nielsen Coverage Study Preliminary"

WFt.L

(1400)

Doubled the penetration of the second place station in wealthy . . . . . FORT LAUDERDALE (METROPOLITAN AREA)

"Where The Buyers Are"

Media Men Find Miami-Fort Lauderdale Market Like Dallas-Fort Worth

Like Dallas and Fort Worth, Miami and Fort Lauderdale are two separate metropolitan areas 29 miles apart forming one market. Like Fort Worth, Fort Lauderdale is an important percentage of the combined market, requires separate radio consideration.

Ft. Worth 29% of Dallas-Ft. Worth market

Ft. Lauderdale 26%of Miami-Ft. Lauderdale market

But the analogy doesn't end here. It takes more than nose-counting to solve the marketing problem in both. Everyone knows how Fort Worth scorns Dallas. Fort Lauderdale feels the same way about Miami!

Fort Lauderdale is a middle-western city derived from Ohio, Michigan, Wisconsin, Illinois, Missouri, Iowa, Indiana. Miami, on the other hand, is New York City with palms. The middle-westerners in Fort Lauderdale didn't like New York when they lived up north, and they like it even less from down here. Interest is centered in local Broward affairs.

Every analysis ever made of the area confirms what marketers call the "Broward Barrier." Advertisers must include LOCAL Broward radio in their media plans in order to penetrate and motivate the 333,946 permanent, year 'round metro area which is Broward County to the same degree that they would penetrate Miami's (Dade County's) 935,047.

91 wise national and regional advertisers plus 469 local advertisers used WFt.L to influence the rich Ft. Lauderdale market during 1960.

But counting noses isn't everything! For those especially who wish to know what kind of noses as well as how many noses, ask for WFt.L's extensive Audience Composition Study.

Call **WALT DUNN** LO 6-9621 Ft. Lauderdale; WI 7-5551, Miami or your **JACK MASLA man** N.Y., Chicago, San Francisco, Los Angeles, Kansas City, St. Louis.

WFt.L (1400)

by far

FIRST IN BROWARD COUNTY

DATEBOOK

A calendar of important meetings and events in the field of communications

***Indicates first or revised listing.**

OCTOBER

Oct. 16—Deadline for entries in 17th annual exhibition of Western Advertising & Editorial Art, sponsored by the **Art Directors Club of Los Angeles.** For information write John Whyte, exhibition chairman, ADLA, 4315 W. 2nd St., Los Angeles 4.

Oct. 17-19—**Kentucky Broadcasters Assn.,** annual fall meeting. FCC Commissioner Frederick W. Ford, guest speaker. Phoenix Hotel, Lexington.

Oct. 18—**Pulse Inc. annual "Man of the Year Award"** to presidential news secretary Pierre Salinger at luncheon, Plaza Hotel, New York.

Oct. 19—**National Academy of Television Arts & Sciences,** Hollywood chapter. Emmy awards for Los Angeles stations. 8 p.m., Hollywood Palladium.

Oct. 19-21—**National Educational Television & Radio Center,** fall meeting of affiliated stations' managers. Barbizon Plaza Hotel, New York City.

Oct. 19-21—**Advertising Federation of America,** 3rd district convention. Jack Tar Hotel, Durham, N. C.

Oct. 20-22—**American Women in Radio & Television,** Pennsylvania conference. Penn-Sheraton Hotel, Pittsburgh.

Oct. 20-22—**American Women in Radio & Television,** west-central area conference. Lassen Hotel, Wichita, Kan.

Oct. 22-26—**National Assn. of Educational Broadcasters,** Marriott Motor Hotel, Washington, D. C. Speakers include FCC Chairman Newton N. Minow; Oscar Reed, Jansky & Bailey and Leonard Marks, Cohn & Marks, in panel on FCC problems. Other panels: instructional broadcasting, teaching and research, programs and production, technical developments, international broadcasting.

Oct. 23—**Hollywood Advertising Club,** luncheon. Hotel Hollywood Roosevelt, 12 noon. Lee Fondren, manager, KLZ Denver and AAW president, is speaker.

Oct. 23-26—**National Assn. of Educational Broadcasters convention. Marriott Twin Bridges Motor Hotel, Washington, D. C.**

*Oct. 24—**The Advertising Council,** sixth annual Hollywood meeting. Speakers include Frederick G. Dutton, special assistant to President Kennedy and Edwin Ebel, General Foods vice president and Ad Council vice chairman. Beverly Hills Hotel.

Oct. 25-28—**Sigma Delta Chi, 52nd national convention. Hotel Fontainebleau, Miami Beach, Fla.**

Oct. 26—**Federal Communications Bar Assn.,** luncheon with FCC Chairman Newton N. Minow as speaker. Washington Hotel, Washington, D. C.

Oct. 26-28—**Mutual Advertising Agency Network,** management meeting. Palmer House, Chicago.

Oct. 26-28—**North Dakota Broadcasters Assn.,** annual meeting. Holiday Spot Motor Hotel, Minot.

Oct. 27-29—**American Women in Radio & Television,** southwest area conference. New Orleans.

Oct. 27-29—**Advertising Federation of America,** women's midwest intercity conference. Commodore Perry Hotel, Toledo, Ohio.

*Oct. 28—**UPI Broadcasters of Connecticut.** Manero's Steak House, Berlin, Conn.

Oct. 28-29—**Kansas AP Radio-Tv Assn** meeting. Broadview Hotel, Wichita.

Oct. 28-29 — **Illinois News Broadcasters Assn.** fall convention. Hotel Custer, Galesburg.

Oct. 30-31—**Central Canada Broadcasting Assn.,** annual meeting. Hamilton, Ont.

Oct. 30-Nov. 1—Annual radio fall meeting, jointly sponsored by **Institute of Radio Engineers** and **Electronic Industries Assn.** Hotel Syracuse, Syracuse, N. Y.

NOVEMBER

Nov. 2-3—**Ohio Assn. of Broadcasters,** fall convention. Columbus Athletic Club, Columbus.

Nov. 2-4—**Assn. of National Advertisers,** annual national meeting. The Homestead, Hot Springs, Va.

Nov. 3—Oral argument on **FCC's** option time proposals (rescheduled from Oct. 27).

*Nov. 3-4—WSM's 10th annual **Country Music Festival,** celebration of *Gran' Ole Opry's* 36th birthday. Andrew Jackson Hotel, Nashville, Tenn.

Nov. 5-8—**Broadcasters Promotion Assn.,** annual convention. James C. Hagerty, ABC news vp will be keynote speaker. Waldorf-Astoria Hotel, New York City.

Nov. 6-7—**North Carolina Assn., of Broadcasters,** fall convention. Mid-Pines Club, Southern Pines.

*Nov. 8—**National Academy of Television Arts & Sciences,** Los Angeles chapter. Speaker: Sir Gerald Beadle, former president of the BBC. Beverly Hills Hotel, Beverly Hills, Calif.

Nov. 10—**California Broadcasters Assn., annual meeting.** Mark Hopkins Hotel, San Francisco.

Nov. 10—New deadline for comments in **FCC rulemaking** concerning major revision of fm broadcast rules, (extended from Sept. 5).

*Nov. 10-11—**Illinois Broadcasters Assn.,** Sheraton-Chicago Hotel, Chicago.

Nov. 10-12—**Advertising Federation of America,** 2nd district convention. Hershey Inn, Hershey, Pa.

Nov. 13-16—**Public Relations Society of America,** 14th national conference. Edward R. Murrow, director of USIA, to deliver keynote speech at opening session. Hotel Shamrock-Hilton, Houston (first three days); **Mexico City** (last day).

Nov. 14-16—**IRE, Mid-America Electronics Conference, Kansas City, Mo.**

*Nov. 14-18—**Associated Press Managing Editors Assn.,** annual convention. Speakers include Attorney General Robert F. Kennedy. Dallas.

Nov. 15-16—**American Assn. of Advertising Agencies,** eastern region meeting. Biltmore Hotel, New York City.

Nov. 15-17—**Television Bureau of Adver-**

NAB fall conferences

Oct. 18—Hotel Utah, Salt Lake City

Oct. 20—Sheraton Palace, San Francisco

Nov. 10—Somerset Hotel, Boston

Nov. 13—Pittsburgh Hilton, Pittsburgh

Nov. 15—Hotel Leamington, Minneapolis

Nov. 20—Robert Meyer Hotel, Jacksonville, Fla.

CAPITAL TYPES #11

THE HEAD WAITER

Belongs to
Not-so-secret Order
of the Itching Palm. Frightens
dignitaries and
tourists alike. Student of
horses. Carries private black
list of animals and people
he has lost money on.
Lavish only in praise of
WTOP Radio, the station
important to people
in the Greater Washington area.

WTOP RADIO

Washington, D.C.

Represented by CBS Radio Spot Sales

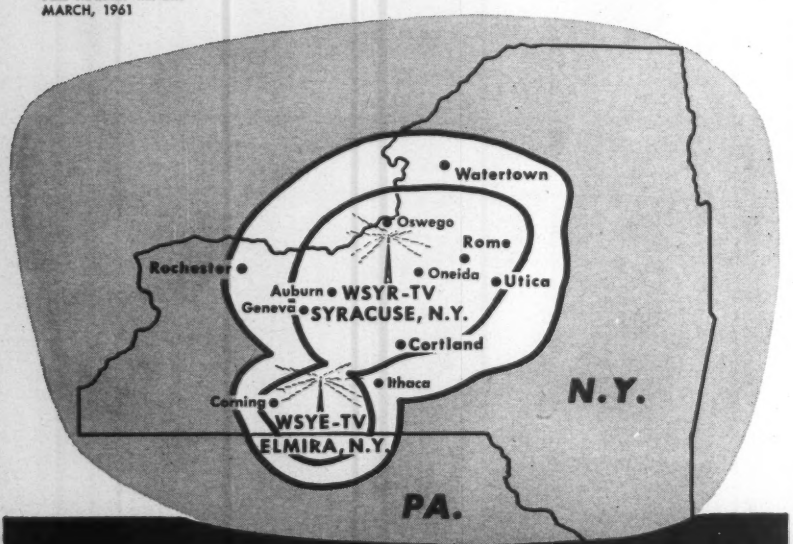
POST-NEWSWEEK STATIONS A DIVISION OF THE WASHINGTON POST COMPANY

OVERWHELMINGLY THE LEADER* IN THE SYRACUSE MARKET!

WSYR-TV

DELIVERS 42%* MORE HOMES THAN ITS COMPETITOR!

*ARB MARKET REPORT MARCH, 1961



WSYR • TV

NBC Affiliate

Channel 3 • SYRACUSE, N. Y. • *100 KW*

Plus WSYE-TV channel 18 ELMIRA, N.Y.

Get the Full Story from HARRINGTON, RIGHTER & PARSONS

tising, annual meeting. Statler-Hilton Hotel, Detroit.

*Nov. 16-17—**Institute of Broadcasting Financial Management,** Sheraton-Chicago Hotel, Chicago. Speakers include Hamilton Shea, chairman All-Industry Television Station Music License Committee; and Hyman H. Goldin, chief of the FCC's economic division.

Nov. 17-18—**Oregon Assn. of Broadcasters, fall meeting.** Multnomah Hotel, Portland.

Nov. 18—**UPI Broadcasters of Wisconsin,** fall meeting. Lorraine Hotel, Madison.

Nov. 20-21—**Nebraska Broadcasters Assn.,** convention. Grand Island.

Nov. 24-25—**Advertising Federation of America,** 8th district convention. Hotel St. Paul, St. Paul, Minn.

DECEMBER

Dec. 4—Deadline for comments on FCC's proposal to add additional vhf channel at below minimum mileage spacing to following cities: Baton Rouge, La. (Doc. 14233); Birmingham, Ala. (Doc. 14236); Charlotte, N. C. (Doc. 14238); Dayton, Ohio (Doc. 14234); Jacksonville, Fla. (Doc. 14235); Johnstown, Pa. (Doc. 14232); Knoxville, Tenn. (Doc. 14237); Oklahoma City, Okla. (Doc. 14231).

Dec. 4—Deadline for comments on FCC's proposals to delete single vhf and substitute uhf channel to make community all-uhf in following cities: Binghamton, N. Y. (Doc. 14243); Champaign-Urbana, Ill. (Doc. 14244); Columbia, S. C. (Doc. 14245); Erie, Pa. (Doc. 14242); Hartford, Conn. (Doc. 14241); Madison, Wis. (Doc. 14239); Montgomery, Ala. (Doc. 14246); Rockford, Ill. (Doc. 14240).

Dec. 4—Deadline for comments on FCC's proposals to expand use of uhf band, including dual vhf-uhf operation, reserved pools of uhf channels for existing operating vhf stations, abolition of uhf allocation, relaxation of technical rules for uhf stations, uhf grants without a hearing, etc. (Doc. 14229).

Dec. 6-8—**NBC Radio & Tv Affiliates,** annual convention. 35th anniversary observance. Beverly Hliton Hotel, Beverly Hills, Calif.

Dec. 11—Reply comments due on FCC rulemaking to make major changes in fm broadcast rules. (formerly set for Oct. 5).

JANUARY 1962

Jan. 1—Reply comments due on FCC proposal to expand use of uhf band and to deintermix eight markets by deleting single vhf stations.

*Jan. 19-21—**Advertising Assn. of the West,** annual conference. Hotel Californian, Fresno.

FEBRUARY 1962

*Feb. 1—Deadline for entries for the **American Tv Commercials Festival.** Contact Wallace A. Ross, director; 40 East 49th St., New York 17.

*Feb. 4-13—**Advertising Recognition Week.**

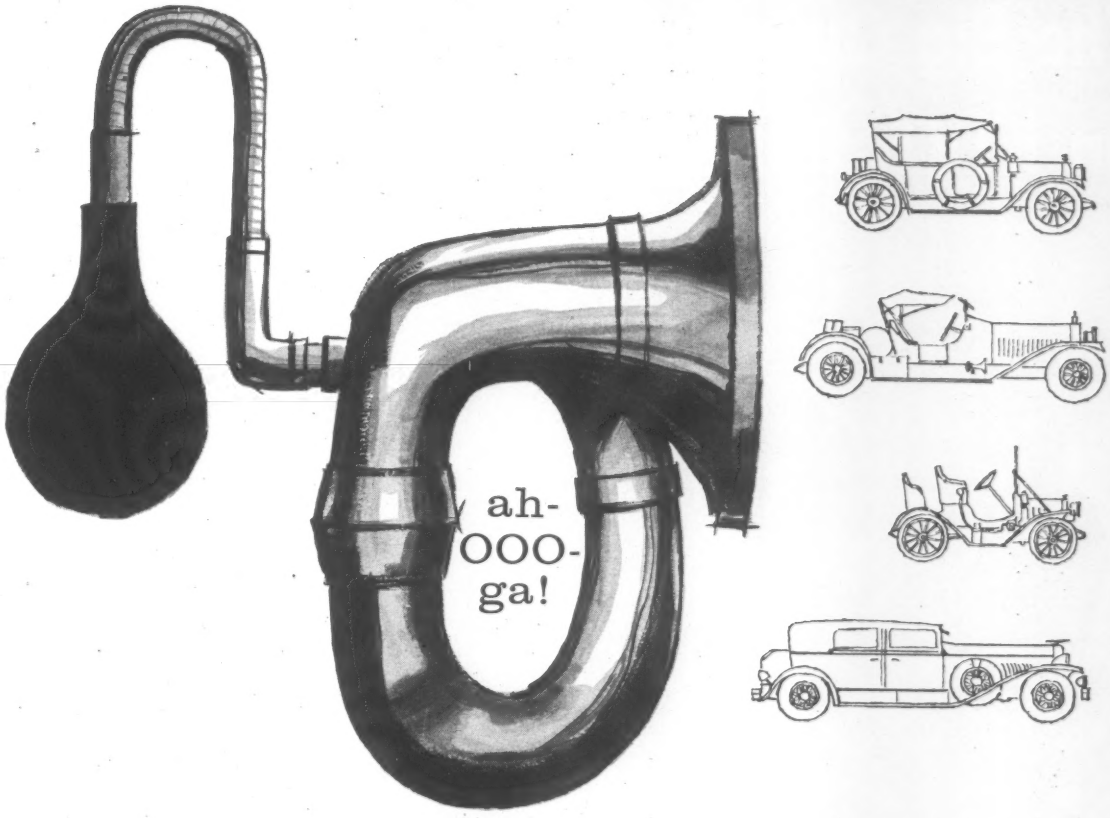
Feb. 7—**Advertising Federation of America,** mid-winter legislative conference. Statler-Hilton Hotel, Washington, D. C.

*Feb. 7-9—**National Winter Convention on Military Electronics,** Ambassador Hotel, Los Angeles.

Feb. 28-March 1—**NAB,** seventh annual conference for presidents of state broadcasters' associations. Shoreham Hotel, Washington, D. C.

APRIL 1962

April 1-4—**National Assn. of Broadcasters,** annual convention. Conrad Hilton Hotel, Chicago



What's first with Hoosiers . . . is first with WFBM-TV

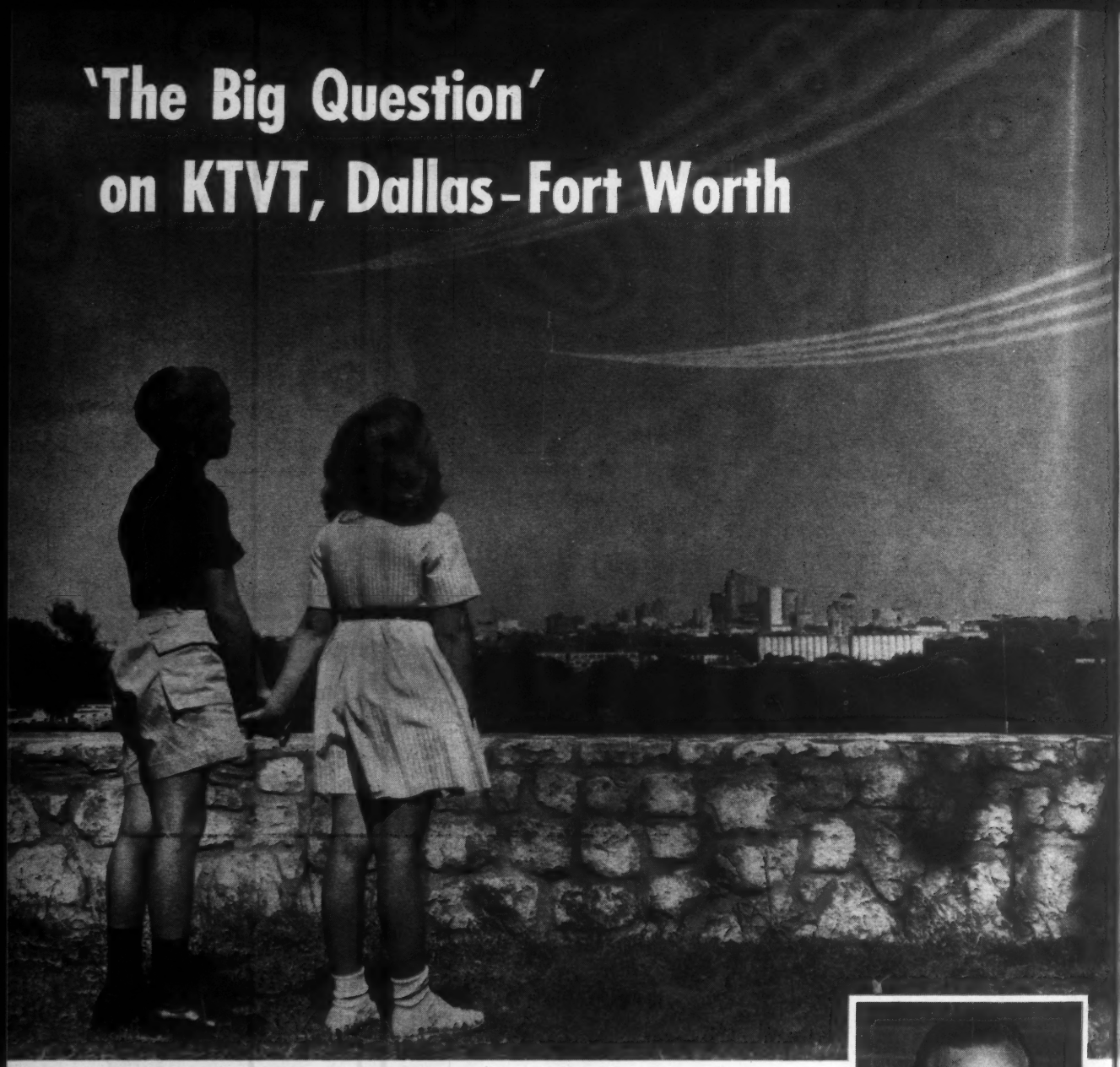
3rd Annual Antique Auto Tour—This Hoosier love for old motor cars just comes naturally. Indiana happens to be the birthplace of today's automobile. That's why WFBM-TV included Kokomo and honored the "Haynes" on its first tour. So successful were preceding tours that this year's caravan included 125 cars and extended nearly three miles. Each year it has been more fun for those who went—and even more exciting to goggle-eyed thousands in cities around Indianapolis who watched it. These Mid-Indiana viewers prefer WFBM-TV, too. Ask your KATZ man!

Represented Nationally by The KATZ Agency

CHANNEL 6
WFBM TV
INDIANAPOLIS

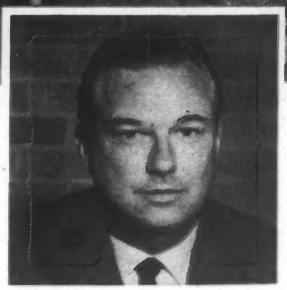
A TIME-LIFE STATION

'The Big Question' on KTVT, Dallas-Fort Worth



"THOSE PLANES—ARE THEY OURS?" Yes, Linda, they are. And the steps being taken to see that the bombers flying overhead will always be ours (in short, the fundamentals of our position and progress in national defense) are among the critical subjects explored in depth by an expert panel on KTVT's exciting new series, 'The Big Question.

Prime example of the programming through which creative talent and community leadership are continually building new vision into Television on stations represented by **BLAIR-TV**



"So that our facilities may be most helpful to the entire area we serve, KTVT's constant goal is to see that each element in our programming has definite value for the viewer—whether in the stimulation of ideas, the relaxation of entertainment, or the enlightenment of news. Only in this way can we maintain the rapport with our viewers which is so important both to us and to our advertisers."

JOHN HOPKINS
General Manager, KTVT

Toward True Understanding

Texas is a border state. In a short span of History, Texas has lived under six flags.

So Texans are especially alert to the international problems facing America—problems brought into sharp focus by "The Big Question" every Sunday in prime evening time on KTVT.

Produced by the station-staff, "The Big Question" is a panel-show, moderated by Bill Johns, dean of Texas news personalities. Each panel is chosen for ability to throw new light on a key topic.

Since the tv screen has become the place where Americans watch the international scene, 'Television' was a fitting subject for the initial telecast, on August 20. Managers of other Dallas-Fort Worth stations graciously joined the panel with John Hopkins of KTVT and three important Texas journalists. Together they explored the services television performs in an era when understanding is so vital.

Subsequent telecasts have covered such subjects as "Berlin"—"Cuba"—"Missiles or Aircraft" — "Censorship" — "Latin America."

Audience-response shows how well the series meets the need for facts on which true understanding can be built. Press and community groups have also acclaimed the series, with due recognition to station and sponsors for standout tv journalism and public-affairs programming.

* * * * * *

To Blair-TV, creative community-interest programming by great stations like KTVT is a constant source of inspiration. We are proud to serve more than a score of such stations in national sales.

BLAIR-TV

Televisions's first exclusive national representative, serving:

W-TEN—Albany-Schenectady-Troy
WFBG-TV—Altoona-Johnstown
WNBF-TV—Binghamton
WHDH-TV—Boston
WCPO-TV—Cincinnati
WEWS—Cleveland
WBNS-TV—Columbus
KTVT—Dallas-Ft. Worth
KOA-TV—Denver
KFRE-TV—Fresno
WNHC-TV—Hartford-New Haven
WJIM-TV—Lansing
KTTV—Los Angeles
WMCT—Memphis
WDSU-TV—New Orleans
WOW-TV—Omaha
WFIL-TV—Philadelphia
WIIC—Pittsburgh
KGW-TV—Portland
WPRO-TV—Providence
KING-TV—Seattle-Tacoma
KTVI—St. Louis
WFLA-TV—Tampa-St. Petersburg

OPEN MIKE®

N.Y. hearing coverage

EDITOR: I think that your coverage of the FCC advertiser hearing in New York [LEAD STORY, Oct. 2, 9], which I read thoroughly, is excellent and boils down the lengthy procedures to the essence of the matter.—*Albert R. Stevens, advertising manager, The American Tobacco Co., New York.*

EDITOR: . . . I would like to commend you on the usual factual manner in which you reported these proceedings. I am a regular reader of your very fine magazine and I commend you and your staff for another fine job.—*Sam Northcross, vice president, William Esty Co., New York.*

EDITOR: . . . An outstanding job. By far the most complete I've seen.—*Thomas B. McCabe Jr., vice president, Scott Paper Co., Philadelphia.*

EDITOR: . . . Excellent.—*C. M. Underhill, United States Steel Corp., New York.*

Critical hour

EDITOR: Your excellent editorial [Who's boss? Sept. 25] means so much to us at this critical "hour." Therefore, I am writing in behalf of the executive committee [of the Clear Channel Broadcasting Service] to express our gratitude and to tell you that your support means so very much to all of us.—*Ward L. Quaal, executive vice president, general manager, WGN Inc., Chicago.*

On the 'Minow Plan'

EDITOR: I address myself to your editorial "Far from child's play" [BROADCASTING, Oct. 2]. Mr. Minow—as one of many ideas that coursed through his agile mind—cast out a suggestion for a new approach to tv programming for children. This you seem to resent. Are you proposing that he and other informed members of the FCC owe a duty to imprison generic thoughts that occur to them, as worthy of exploration? Should our culture not enjoy the privilege of appraising such ideas, uttered at the peril of the proposer for public acceptance, rejection or even ridicule? How do we sterilize the minds of such people who sit at the matrix of development of tv? Or do you believe that the heads of the networks are so supine as to accept as mandates each new idea that comes from the best informed officials of our republic? . . .

I hope that [Mr. Minow] and his confreres will proffer many more ideas. My guess is he will have a respectable batting average as tested by the tv owners. I am confident that the holders of the monopoly licenses and their suppliers, the networks, will welcome his fertile thoughtfulness. I choose not to believe as you do that every new idea from the FCC is meritricious because of its source. . . .—*Morris L. Ernst, Greenbaum, Wolff & Ernst, New York.*

Most pleased

EDITOR: The National Federation of Coffee Growers of Colombia is most pleased with the excellent article ["The cost anatomy of a tv spot campaign," BROADCAST ADVERTISING, Oct. 9].—*C. Jackson Shuttleworth Jr., director of advertising and promotion, National Federation of Coffee Growers of Colombia, New York.*

Permission granted

EDITOR: Thought your Oct. 2 MONDAY MEMO ["Radio's salvation: to get the other ear"] was outstanding. Would appreciate the opportunity of reprinting it and sending it out to all our clients.—*Lloyd E. Borg, Willis & Borg Adv., Minneapolis.*

(Permission granted—with proper credit).

The Bay Area story

EDITOR: Having just read your report on the San Francisco Bay Area market [SPECIAL REPORT, Sept. 25], I congratulate you on an outstanding job of research and reporting. You have both painted the big picture and unearthed pertinent facts such as that no San Francisco newspaper has as much as 30% penetration of the Bay Area's 1.17 million families. I ordered 50 reprints in advance of publication to distribute to our radio spot salesmen. Now, I am very glad that I did.—*Robert E. Harris, manager, advertising & sales promotion, KCBS San Francisco.*

[Reprints of the special report on the San Francisco Bay Area market are available at 20 cents each copy or $20 for each hundred, plus express or mailing charges.]

The correct agency

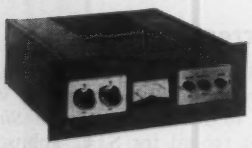
EDITOR: I have noticed at various times in past issues of BROADCASTING, when referring to the *Garry Moore Show's* agency of record for S. C. Johnson & Son, you have listed Foote, Cone & Belding.

This is incorrect. Needham, Louis & Brorby is the agency of record again this year as it was last year. . . .—*Laurence Frerk, Assistant Manager, Promotion & Merchandising, Tv-Radio Program Department, Needham, Louis & Brorby, New York.*

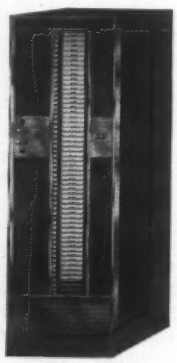
Would you buy this microphone today?

You might want it for a conversation piece, but as far as broadcasting is concerned—it's obsolete. The same thing is true of most tape cartridge equipment. If all a tape cartridge machine can do is record and play back tape in cartridges, it's obsolete the day you buy it. ATC tape-in-magazine systems are designed with your future needs in mind. Only with an ATC Dual-Tone system can you go to full or part-time automation easily and inexpensively. All ATC units will actuate other broadcast equipment, such as reel-to-reel tapes, record changers, TV slide changers, etc. The new ATC 55 will play up to 55 magazine-loaded tapes (up to 165 musical selections) without resetting or reloading. And all ATC equipment is ready to adapt to the new ATC accessory (available in 1962) that will perform automatic program logging and billing direct from magnetic tape! If you plan to install a tape-in-magazine system, be sure to get full information from our First Class licensed engineers about the only really modern system—Automatic Tape Control. Phone collect.

Dual-Tone (AC-2)
RECORDING AMPLIFIER



Dual-Tone (PC-2)
PLAYBACK UNIT



ATC 55

Made by broadcasters for broadcasters

AUTOMATIC ATC TAPE CONTROL

209 E. Washington St. • Dept. 111 • Bloomington, Illinois

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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*Reg. U.S. Patent Office

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It's MICHIGAN Avenue in CHICAGO...

It's MAIN STREET in Ohio's Third Market

Dayton's main street is called MAIN STREET, laconically and logically enough. And within the wide range of our signals there are 23 other communities with a street called Main. Jokes to the contrary notwithstanding, these towns are not peopled with straw-chewing farmers. Nor with Chicagoans, for that matter. But there are shades of difference in their interests that WHIO and WHIO-TV take pains to detect, and having detected them, program to them. Our listeners want it that way. Our advertisers want it that way. Among the sounds of Main Street is an interesting jingle. If it sounds like money that's because that's what it is. Ask George P. Hollingbery.

DAYTON, OHIO WHIO-AM-FM-TV

Associated with WSB, WSB-TV, Atlanta, Georgia and WSOC, WSOC-TV, Charlotte North Carolina

WHIO AM—1290 KC FM—99.1 MC | WHIO-TV CBS Channel 7 Dayton Ohio

MONDAY MEMO

from TOM DE HUFF, Cunningham & Walsh, New York

The seven lively parts that make up a tv commercial producer

It started several years ago with a question my dear mother asked me: "I know you're in television and that you're with an advertising agency, but just what do you do?" I should warn you that to mother a person in the television industry, if not physically on camera, then must repair tv sets. There's nobody, in her mind, between the actor and the repair man. Obviously, if mother had really worn tights, she'd know this isn't true.

But my trouble in defining the functions and qualities that go to make up an agency tv producer came to a head recently when I had occasion to go through a stack of personnel resumes in search of just the right man for a tv commercial production post. The resumes were forwarded by the personnel department, business acquaintances, tv film suppliers, a writer and a man who manages a very fine Madison Avenue newsstand. Everybody wants to help.

The Problem ▪ The longer I read, the more confused I became. The sell in each was "hard." The first applicant was plainly a C. B. de Mille who could produce three 20-second spots for $300 in living color! But the second applicant made this one look like a bum. And so on.

It was clear that I was going to have to put down on paper (in living black and white) just what qualifications my new commercial tv producer must have. This meant that I, too, had to know what I was looking for. Just what are the specifications for a first-class ad agency tv commercial producer?

The following seven-part formula is the result. You can add to it or delete from it, or dispense with it entirely, but I found it most helpful. And, employer or applicant, it may help you.

1. *Film Man*: He must know every phase of film production from raw stock to finished air prints. But, not so thoroughly that he becomes preoccupied with the marvels of a camera lens, a lighting plan or the workings of a film processing laboratory and loses perspective as the agency overseer of the product itself—the commercial.

2. *Theatre Man*: Your man should love the legitimate theatre. Experience as producer, actor or director in summer stock amateur theatricals is ideal. And there's much to be said for a good spectator. In any case, it *is* necessary that he use the theatre as a fount of information and reference, much as an attorney refers to his law books.

3. *Writer*: It is not necessary for him to have written the great American novel, or even the worst one. But your applicant should have done some writing, if only as a hobby. An agency tv producer should instinctively know when copy needs editing or rewriting. He should be the diagnostician who can also make the emergency night call for consultation when the copywriter is unavailable.

4. *Musical Background*: It is important that he appreciate music. It's a bonus if he reads it. But it's not mandatory that he be a card-carrying member in the local musician's union. Your man must be able to work along harmoniously with composers of jingles and commercial background music. In short, he should know enough, musically, to recognize what is applicable to the commercial need and, most importantly, whether it is in good taste.

Does your new man attend concerts and musical comedies and play records and tapes at home? The answer should be an emphatic "yes!" He should know composers and be able to communicate with them. If he does, the music they write for him will satisfy his commercial needs.

5. *Human Who's Who*: An agency tv commercial producer's talents most certainly should include a heavy backlog of facts on all facets of film, video tape and live production. He should keep up to date on changes that take place with at least 30 to 40 film suppliers. He should know when and where to shoot his commercials and have a pretty fair bead on when a particular production house can give him its best in facilities and manpower. He should know a film supplier's strengths and weaknesses. If your applicant appears to be rusty on this "who's who" requirement, beware. Pet film suppliers are nice to have, but be wary of the applicant whose pet has robbed him of the desire to explore and to expand on his knowledge of supply sources.

6. *Business Man*: If your new applicant has never had to wrestle with a production budget, do not delay the indoctrination. He should be able to formulate and explain a budget on his own without missing one "below" or "above line" cost item. He should be able to stay within a client-approved budget.

The "big idea" that rears its head once a commercial is in production should be ignored until another day, unless your agency wants to absorb the extra cost! Don't require your applicant to be a CPA; he should, however, be able to define every budgetary item and know where he stands, financially, throughout his production schedule.

7. *A Salesman*: When called upon, he should be able to present a storyboard to agency or client groups. He should be well grounded in the basics of salesmanship and be able to acquit himself with dignity, clarity and a touch of showmanship. He should not be a "loner" among his fellow copywriters and art directors. On the contrary, he should work in harmony with them, for the old team effort is important in every phase of commercial birth.

Yet, he can't be an "order boy," translating into film the identical frame-by-frame, rough storyboard handed to him by someone who may not visualize the improvement possible from a few strategic changes the producer can make. The ability to communicate with agency and client personnel is vital. If your producer cannot inject a degree of diplomacy into meetings, he will incur many unpleasant hours.

There is, above all, one quality your man—and mine—must have. Without it, none of the seven specifications has real meaning. That's good taste!

Tom De Huff, director of commercial productions at C&W, has been there since 1952, was for two years director of live tv production at William H. Weintraub Agency (now Norman, Craig & Kummel). He began his career with radio stations in Pennsylvania and Texas and joined NBC's advertising and promotion department in 1940. After World War II, he went to ABC Radio as a program director. In 1948, he transferred to that company's tv division acting as a staff director there.

MUSICAL MARKSMANSHIP FROM RADIO'S HOUSE OF SOUNDSMANSHIP

Four great jingle packages. Each as distinctive as your call letters. Customized I.D.'s. Newscast, weathercast, sportscast and commercial intros. Time and temperature jingles. Musical beds to peak your production.

ONE-DERFUL RADIO—The sweep of a hit Broadway musical overture backed by a big, big show orchestra. Sold to WABC, New York; KQV, Pittsburgh and other leading stations.

ACTIVE RADIO—High-speed, 15 to 20 second jingles that etch your call on the listener's mind. Extra bonus—tailored intros for every type of local and regional advertiser.

JET JINGLES—Rhythm and blues jingles for specialized contemporary programming.

COUNTRY AND WESTERN JINGLES. Ya shore kaint beat these. Corn pone and sorghum set to git-tars and fiddles. You'll get more dough with these dough-see-dough jingles. Don't grab your partner. **CALL YOUR ULLMAN-MAN** instead, or wire for demos.

RICHARD H ULLMAN, INC.

Marvin A. Kempner, Executive Vice President, 1271 Ave. of the Americas, New York 20, N.Y., PL 7-2197

Distributors of
THE BIG SOUND, FORMATIC RADIO, CRC JINGLES, IMN JINGLES, EV WREN PRODUCTIONS, SPOTMASTER TAPE CARTRIDGE EQUIPMENT.

A DIVISION OF THE PETER FRANK ORGANIZATION, INC.
HOLLYWOOD/NEW YORK

...we drove it home in

(all 6 ABC owned radio stations sparked a big

The key to safety is community action. And words spark action. The words came from people like the officer in charge of the Golden Gate Bridge; President of the National Safety Council; Indianapolis 500 winner; President of the American Medical Association. These and other interesting people participated in another ABC owned radio station community action campaign. They have helped fight polio; promote physical fitness, city cleanliness, automobile seat belts. This time the point was driven home for street and highway safety. Over three

ıe in six cities!

community action drive for automobile safety)

thousand specially created announcements were broadcast by the ABC owned radio stations in six of the nation's largest cities: New York, Chicago, Pittsburgh, Detroit, Los Angeles, and San Francisco. Once again, the ABC owned radio stations are proving we can produce the kind of radio that generates community action—and listener respect.

ABC OWNED RADIO STATIONS

WABC NEW YORK **WLS** CHICAGO **KGO** SAN FRANCISCO
KQV PITTSBURGH **WXYZ** DETROIT **KABC** LOS ANGELES

What makes Samantha run?

Community Club Awards, that's what. Samantha and 100,000 other Baltimore clubwomen eagerly buy the products of CCA-participating advertisers on W-I-T-H and amass mountains of proofs-of-purchase in competition for the $10,000 W-I-T-H gives away each 13 weeks to women's clubs to spend as they like for worthy projects.

$190,000 is the total cash W-I-T-H has distributed through CCA, and if you think this isn't a powerful incentive, you should see the millions of bottle-caps, box-tops, labels and sales slips we collect.

Let us show you how we can increase your sales. You'll find it refreshing to hear about a merchandising plan that really works. Write, phone or wire today.

RADIO 123
WITH
PERSONALITY

Tom Tinsley, President; R. C. Embry, Vice President; NATIONAL REPRESENTATIVES: SELECT STATION REPRESENTATIVES in New York, Baltimore, Washington and Philadelphia; ADAM YOUNG in Boston, Detroit, Chicago, St. Louis, San Francisco, Los Angeles, Minneapolis, Milwaukee, Cincinnati, Cleveland, Pittsburgh and Seattle; JAMES S. AYERS in the South and Southwest.

RADIO BALTIMORE

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
October 16, 1961, Vol. 61, No. 16

TV AUDIENCE, REVENUE HIT HIGHS

■ 47 million homes watch 5 hours, 22 minutes daily, TvB says

■ Homes viewing continues to increase in all parts of the day

■ Six-month advertiser investment at record $675.8 million

The record expenditures that advertisers are investing in television are returning record dividends in unsurpassed viewing of their programs.

Never before have so many millions of homes spent so much time with their television sets: Some 47 million homes average 5 hours 22 minutes of viewing per home per day.

This time-spent total matches the record that some competitors said was too good to count: The daily average of 5 hours 22 minutes established by a considerably smaller number of homes in 1958 with the help of that year's Asian flu epidemic. The epidemic was credited with helping to set that record by keeping working people at home, and accordingly was blamed by print competitors with exaggerating tv's true popularity.

The return to that level was accompanied by the attainment of new dimensions in other audience measurements and also in dollars spent by advertisers.

Industry Study ▪ These figures are taken from a special report compiled by TvB and being released today (Oct. 16) to show the stature of television as an advertising medium in the first half of 1961 as compared to the same periods of prior years. (See summary table on this page; additional details in tables on pages 28, 29.)

The report cites A. C. Nielsen Co. figures showing that homes viewing television (network and local) continued to increase during the first six months of this year not only on a total-day basis but in all three principal dayparts: morning, afternoon and evening; that audiences of nighttime network programs, after dipping slightly in 1960, resumed the upward movement that had been their habit in prior years but that daytime network audiences slid slightly; that national advertisers' investments in television reached a record $675.8 million in 1961's first half despite a 1% drop-off in spot tv billings for that recession-marked period (BROADCASTING, Sept. 4).

Advertisers' cost-per-thousand-homes for all network programs averaged slightly higher than in the first half of 1960—$2.73 vs. $2.65—but remained below the $2.75 average for the last five years. Evening network cpm was up four cents to $3.98 as against a five-year average of $3.79, while daytime cpm at $2.01 showed a gain of 11 cents since 1960 but remained under its five-year average by that same amount.

Possible Problem ▪ Although the report showed solid advances for tv in most areas, it contained some hints of possible weakness. One that observers considered indicative of a potential problem for the future—unless it proves to be a temporary deviation or otherwise is checked—showed a decline of three-tenths of one percentage point in the proportion of tv homes using television during the average minute in nighttime hours (6 p.m. to 1 a.m.).

This fractional slip (see table on television usage by day parts) from the 1960 first-half figure brought the 1961 nighttime percentage of usage to 44.9 and followed an even smaller slide—one-tenth of one percentage point—in 1960 as compared to 1959. In both years, however, the number of homes actually watching television during the average nighttime minute was higher than the year before—20,430,000 in 1960 and 21,058,000 in 1961 as against 19,932,000 in 1959. The fractional decline in percentages occurred because the number of homes using tv, while increasing, did not quite keep pace with the gains in total number of homes equipped with tv.

Slight Slip ▪ Figures on the amount of time the average tv home is spending with nighttime television were not available, but the consensus appears to be—apart from the indications in the average-audience table—that the figure has slipped somewhat.

Several months ago Lever Bros. distributed to the networks a set of computations, also from Nielsen, to indicate that evening audiences in the prime hours from 7:30 to 11 have slipped by about 5% over three seasons (BROADCASTING, April 17).

Broadcast researchers at that time

TvBox Score January-June 1961 vs 1960	1st six months 1961	1st six months 1960	% change
TELEVISION USAGE			
Average minute audience (Homes)			
Total Day	13,882,000	13,244,000	+4.8
Morning	6,519,000	5,966,000	+9.3
Afternoon	11,678,000	10,938,000	+6.8
Evening	21,058,000	20,430,000	+3.1
Average hours per home	5 hrs. 22 min.	5 hrs. 19 min.	
Average audience—network show (homes)			
Nighttime	8,261,000	7,863,000	+5.1
Weekday daytime	2,985,000	2,998,000	—0.4
Week-end daytime	3,382,000	3,532,000	—4.2
TELEVISION EXPENDITURES			
Network	$363,869,000	$336,294,000	+8.2
Spot	311,927,000	315,191,000	—1.0
Total gross time, network & spot	$675,796,000	$651,485,000	+3.7

TV AUDIENCE, REVENUE HIT HIGHS continued

countered that Lever had used the "Asian flu" year of 1957-58 as the basis of its comparisons and that a fairer frame of reference would have shown 1960-61 evening viewing down no more than 1%.

Broadcasters also have noted that Nielsen measures only sponsored programming and that this, once concentrated primarily in peak viewing hours, has gradually expanded into early- and late-evening fringe time where audiences are naturally smaller and always have been. Inclusion of those fringe periods, broadcasters point out, unavoidably brings down the average for the entire evening.

Steady Increase ▪ For daytime and total-day viewings, TvB's report showed steady audience gains in terms of percentages as well as number of homes. TvB also pointed out that in the past two years alone one million homes have been added to the average-minute audience for the entire broadcast day—from 12,848,000 homes during the average minute in the first half of 1959 to 13,882,000 for the comparable period of this year.

"Wasteland" Highs ▪ The all-time highs in both audience size and hours of viewing per home, observers noted, were recorded during the six-month period spanning the furor raised by FCC Chairman Newton Minow when he blasted television programming as "a vast wasteland."

The figures on daytime network program audiences show a marked decline in average program rating after 1958—a decline attributed to ABC-TV's entry into full-scale daytime programming in October of that year. Since then daytime as well as nighttime audiences have been divided among three networks instead of two, making the average network daytime audience lower than it was before.

The data on time spent with television per home per day also showed regional breakdowns. Homes in the east central region had the highest average for the first half of this year: 5 hours 52 minutes per tv home per day. The lowest average was in the South: 5 hours 11 minutes, which was within a minute or two of that region's average over the past five years. Averages in the east central and Pacific areas have been moving steadily up. Only the west central region has shown a material decline.

These gains in viewing per home apparently did not stop with the end of the six-month period covered by the report. TvB's detailed accounting of that period was preceded by an announcement two weeks ago that, in the eight months through August, viewing levels surpassed those of the previous year in seven monthly reports (BROADCASTING, Oct. 2).

Cost per 1000 commercial minutes delivered

Network Programs—by Day Parts
January-June 1957-1961

The cost-per-thousand for all network programs during the first six months of 1961 was slightly higher than 1960, though lower than the average of $2.75 for the past five years.

Daytime network cost-per-thousand, after a high of $2.24 and $2.30 in 1958 and 1959 respectively, has fallen off considerably to $1.90 in 1960 and $2.01 in 1961.

Network Cost per 1000

First 6 months	All programs	Evening	Daytime
'61	$2.73	$3.98	$2.01
'60	2.65	3.94	1.90
'59	2.72	3.60	2.30
'58	2.85	3.71	2.24
'57	2.79	3.72	2.14

Note: All above data is reported on a program basis.
Source: A. C. Nielsen

Cone still boosting magazine concept

RECENT ADVERTISER CRITICISM OF METHOD FAILS TO DAUNT FC&B HEAD

Fairfax M. Cone, chairman of the executive committee of Foote, Cone & Belding, Chicago, renewed his plea for the enlargement of the magazine concept in television last week as the means to make the good things of tv even better and more plentiful. His plan would eliminate most preferred positions and provide for advertiser rotation among all programs at a single rate for prime nighttime and another rate for daytime.

Mr. Cone's advocacy contrasted sharply with the negative attitude towards the magazine concept expressed by leading national advertisers in two weeks of testimony before the FCC in New York (LEAD STORY, Oct. 2, 9). Spokesmen for these blue-chip clients said that should the magazine concept become the tv way of life, they would have to re-evaluate their media planning.

Mr. Cone, speaking last Tuesday (Oct. 10) before the Broadcast Advertising Club of Chicago said the magazine concept plan would halt "stand off" deadlocks in rating battles and encourage program diversity and experimentation not possible now.

Citing the many fine shows now available on the air, Mr. Cone did not hesitate to express his opinion of the other extreme too. He called the first installment of the new ABC-TV *Bus Stop* the "nastiest, ugliest show I have ever seen on tv."

No Censorship ▪ Mr. Cone said he shared with the FCC chairman, Newton N. Minow, a clear distaste for censorship in any form, noting that it was Mr. Minow, as an attorney for the publisher, who freed the book *Lady Chatterly's Lover* from the censor's ban.

"But neither do I think there can be any question but what television must come under some new conscientious, if not rigid control," Mr. Cone said. "For every step forward that television takes, and each with considerable fanfare, it appears to take two steps backward."

Mr. Cone reviewed the moral decay problems current in movies, books and publications such as *Playboy* and observed that "only the major magazines have not entirely let down the bars. But this is no excuse for television."

Acknowledging that it is quite possible a majority of the people are getting what they want on the air, "crummy as much of it is," Mr. Cone felt there is a "sizable minority that rarely is satisfied. He believes this segment of the non-audience is actually quite large (as much as 60%) and to fail to serve better programs to interest this public "is something less than good business." Mr. Cone indicated he would not presume to define what "better" programming is.

Diversity ▪ The key is in program diversity or choice at any one given time, Mr. Cone said. The only course "is not to constrict television but to expand it."

Since expansion in uhf appears economically unfeasible, the answer lies in changing the ground rules for network advertising, Mr. Cone indicated. Advertisers themselves are already changing the procedure anyway, he observed, since the networks have become virtually spot carriers.

As an example of the rating stand-

Television usage

During an Average Minute by Day Parts
January-June 1959-1961

The percentage and number of homes using television during the first half of the year has been increasing gradually. One million homes have been added to average audience in the past two years alone.

	1961		1960		1959	
	% tv Homes	Homes (000)	% tv Homes	Homes (000)	% tv Homes	Homes (000)
Morning (7 a.m.-12 N)	13.9	6,519	13.2	5,966	13.1	5,764
Afternoon (12 N-6 p.m.)	24.9	11,678	24.2	10,938	23.8	10,472
Evening (6 p.m.-1 a.m.)	44.9	21,058	45.2	20,430	45.3	19,932
Total Day (7 a.m.-1 a.m.)	29.6	13,882	29.3	13,244	29.2	12,848

Source: A. C. Nielsen Co.

Average minute audiences for network shows

by Day Parts
January-June 1957-1961

The trend in nighttime network programs has been moving in an upward direction for the past five years except for a slight decline in 1960.

First six Months	Avg. Nighttime Program		Avg. Weekday Daytime Program		Avg. Week-end Daytime Program	
	Homes (000)	Rating	Homes (000)	Rating	Homes (000)	Rating
1961	8,261	17.6	2,985	6.4	3,382	7.2
1960	7,863	17.4	2,998	6.6	3,532	7.8
1959	8,201	18.6	2,741	6.2	3,643	8.3
1958	8,140	19.2	3,242	7.6	3,382	8.0
1957	7,437	18.9	2,870	7.3	3,404	8.7

Source: A. C. Nielsen Co.

Television expenditures

Network and Spot Gross Time Charges Only
January-June 1957-1961

First six Months	Network Expenditures	% Change	Spot* Expenditures	% Change
1961	$363,869,000	+ 8.2	$311,927,000	— 1.0
1960	336,294,000	+ 9.0	315,191,000	+10.4
1959	308,651,000	+ 9.0	285,493,000	+24.4
1958	283,071,000	+12.9	229,462,000	+ 5.8
1957	250,663,000	+ 6.9	216,941,000	+14.6

*Figures have been adjusted prior to the Second Quater of 1960 to compensate for changes in the reporting procedure.
Source: TvB/LNA-BAR
TvB-Rorabaugh

Average hours of tv usage

per Home-per Day
January-June 1957-1961

The average hours of tv usage per home, per day, during the first six months of 1961 has equaled the all-time high for that period of five hours and 22 minutes set in 1958. The tv homes in the East Central Territory led the others in time spent with tv during the first six months averaging five hours and 52 minutes per day. The East Central and Pacific Territories have been trending upward during the last five years. Only the West Central has fallen off.

	Time Spent per Home per Day					
First 6 Months	Total U.S.	North-East	East Central	West Central	South	Pacific
1961	5:22	5:24	5:52	5:12	5:11	5:14
1960	5:19	5:16	5:35	5:29	5:12	5:06
1959	5:15	5:28	5:25	5:19	5:13	4:40
1958	5:22	5:33	5:26	5:37	5:16	4:22
1957	5:19	5:21	5:23	5:43	5:13	4:48

Source A. C. Nielsen Co.

off problem which retards diversity, Mr. Cone recalled a recent Saturday in Chicago when for three hours on four tv channels the choice was among one baseball game and three football games. "Something is terribly wrong," he said, "and it needs to be corrected." The real difficulty, he explained, "is that we have no little television stations. We have only giants, fighting each other."

Since the network participation buying trend of sponsors has already brought into reality the magazine concept, only two more steps are needed to make television "what it should be," Mr. Cone observed. "The first of these is to program as a responsible magazine would."

This would require the networks to balance the weekly fare between regular and special entertainment features, Mr. Cone explained, and regular and special features in the fields of controversy and ideas, including the arts. "Not only is such programming possible," Mr. Cone felt, but "it is also the means, and the only means, to experimentation."

His reason for its practicality is implicit in the second step, he said, which is rotation of advertisers through the total week's programming and the elimination of preferred positions except for special programs. This way

Fairfax M. Cone
For magazine concept

every advertiser would pay his share for the new experimentation, he said, and have his exposures rotated much as is done now with multiple-show participations.

Mr. Cone admitted network officials don't like the idea but he was of the opinion that sponsors would agree to rotation through "all kinds of programs," assuming it could be done at a single rate for nighttime and another single rate for daytime.

Mr. Cone said he felt competent to speak on the subject since FC&B this year is spending $60 million of clients' money in television, mostly for participations on 28 different programs.

Mattel budgets $4.5 million for '62

Mattel Inc., Hawthorne, Calif., toymaker, has increased its advertising budget for 1962 to $4.5 million, 30% increase over the 1961 budget and the highest in the history of the toy industry, according to Clifford W. Jacobs, vice president-marketing. Mattel will continue year-round tv advertising, with approximately $1.5 million budgeted for a new weekly half-hour show, *Matty's Funnies with Beany and Cecil* on ABC-TV, starting Jan. 7, 1962. Spot tv will also have an important place in the 1962 advertising, will also include use of consumer and toy trade publications, as well as point-of-purchase display materials. Agency for Mattel is Carson/Roberts, Los Angeles.

Tv spot spending per family

TVAR FIGURES SHOW IT VARIES WIDELY FROM MARKET TO MARKET

The widely varying values that advertisers and agencies consciously or unconsciously put on different markets in allocating their television budgets was pointed up last week in a study by Television Advertising Representatives (TvAR).

The study, second in an annual series by TvAR, breaks down the FCC's report on 1960 spot television billings (BROADCASTING, Sept. 4) to show what 1960's $459.2 million total spot volume means in terms of dollars spent per television family in each market. *Television* magazine's tv homes estimates were applied against FCC's dollar figures to get the average for each market.

On a nation-wide basis the average is $10.03 per television family, but by market the averages range from a high of $12.76 (Chicago) to a low of $2.73 (Evansville, Ind.-Henderson, Ky.).

The report also estimates that total television advertising expenditures in 1960—network and local as well as national and regional spot—averaged $35.07 per tv family. For this estimate TvAR used the *Printers Ink* "Guide to Marketing for 1962" estimate of $1605 billion for tv advertising volume in 1960 because the FCC's report omitted talent costs in many cases.

TvAR said the $35.07 figure showed total tv advertising expenditures to be "surprisingly low" in terms of homes served, and pointed out that this average may be compared to $4,127 in retail spending by the average family during the same period.

Diminishing Returns ▪ The report shows that in the 10 biggest markets for which FCC figures are available, spot tv spending in 1960 averaged $9.67 per tv home. The average for each succeeding group of 10 in the so-called "top 40" markets declined, and the figure fell off even further when all markets below the top 40 were averaged as one group (see table).

Although the averages for different size groups thus followed predictable patterns—the bigger the size group, the heavier the spot tv investment—a wide variation is evident among markets within the same group. In the first 10, for instance, the range extends from Chicago's $12.76 per tv family to San Francisco's $7.40, a figure exceeded by all but two markets in the second 10.

TvAR authorities said these reports are useful to both agencies and stations: Buyers may discover that they have not put as much emphasis on some markets as they thought they had or as they should, for instance; and stations may detect "problem markets" where common as well as competitive selling efforts may be needed to bring the average up.

Robert Hoffman, TvAR vice president in charge of marketing and research, directed preparation of the report. The list covers all markets with three or more tv stations—the only markets for which spot totals are reported separately by the FCC—except Detroit, where the FCC's figures are incomplete, and except for certain markets made up of two or more cities having varying set counts. These multi-city exceptions are computed separately in the appendix which follows the list.

Spot Billings Per Television Family in 1960

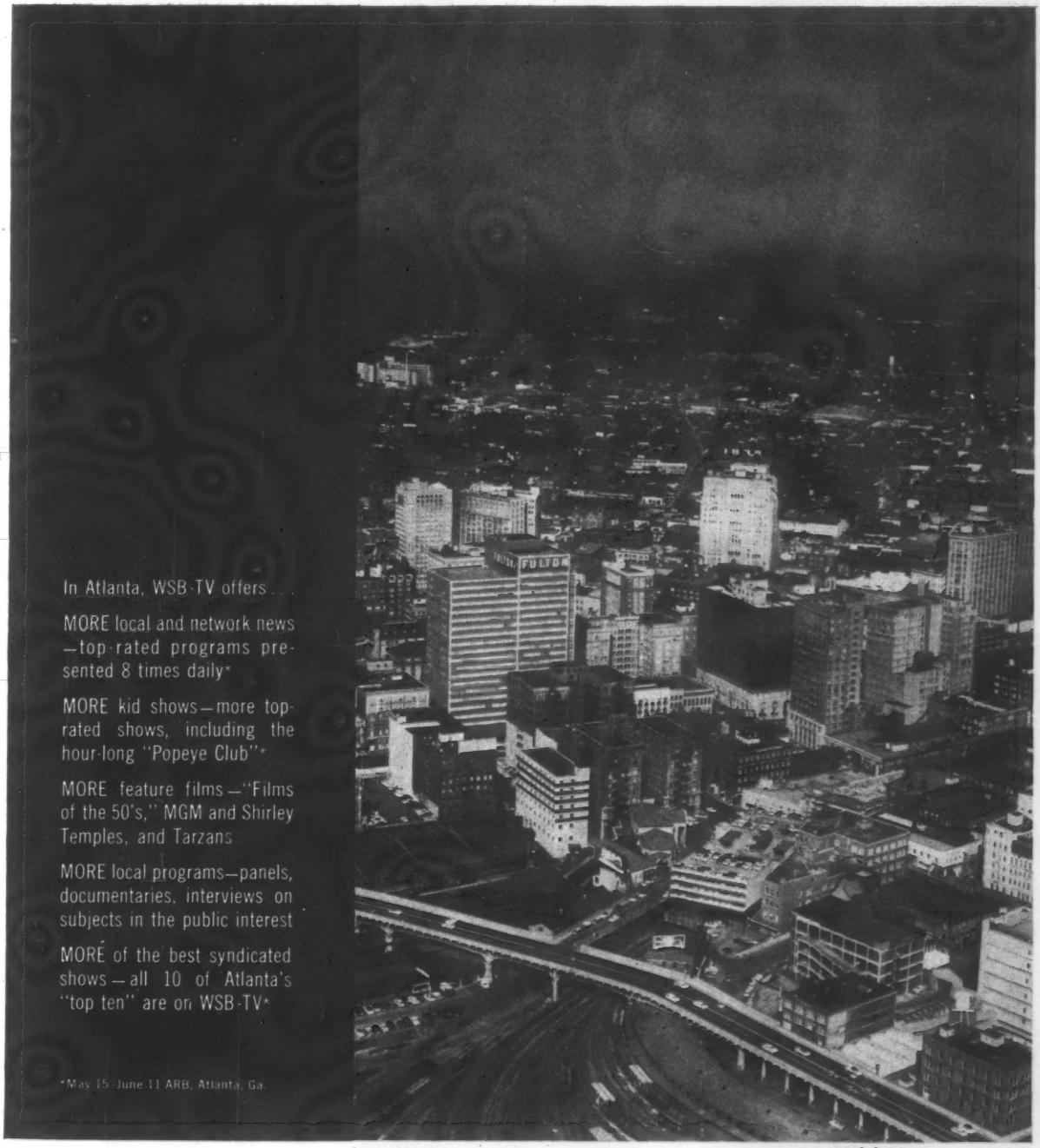
Market*	Spot tv billings (in $000) Source: FCC report	Television families (7/1/60)	Spot billings per tv family
New York	$59,629	4,961,300	$12.02
Los Angeles	28,013	2,734,700	10.24
Chicago	27,933	2,188,600	12.76
Philadelphia	18,520	1,912,600	9.68
Detroit	(a)	(a)	(a)
Boston	13,869	1,447,600	9.58
San Francisco	9,791	1,323,300	7.40
Cleveland	10,391	1,307,300	7.95
Pittsburgh	10,727	1,267,600	8.46
St. Louis	8,137	851,500	9.56
Washington	7,579	836,500	9.06
Minneapolis-St. Paul	5,414	743,600	7.28
Dallas-Ft. Worth	5,234	708,200	7.39
Baltimore	6,205	674,300	9.20
Cincinnati	5,656	650,100	8.70
Buffalo-Niagara Falls	6,909	647,800	10.67
Kansas City	5,606	611,100	9.17
Milwaukee	5,878	601,400	9.77
Atlanta	4,399	578,800	7.60
Seattle-Tacoma	5,488	552,300	9.94
Miami	4,950	515,400	9.60
Houston-Galveston	5,288	502,400	10.53
Memphis	3,139	488,300	6.43
Columbus, Ohio	4,597	487,500	9.43
Albany-Schenectady-Troy	3,504	463,900	7.55
Portland, Ore.	4,554	463,000	9.84
Greenville, Spartanburg, Asheville	1,545	395,300	3.91
Sacramento-Stockton	3,545	388,400	9.13
New Orleans	3,472	386,300	8.99
Denver	3,634	355,600	10.22
Nashville	1,939	346,800	5.59
Norfolk	2,156	342,400	6.30
Omaha	2,361	337,300	7.00
Oklahoma City	2,833	335,400	8.45
Tampa-St. Petersburg	2,983	328,300	9.09
Cedar Rapids-Waterloo	1,496	325,500	4.60
Rochester, N.Y.	2,591	321,100	8.07
San Antonio	2,304	313,900	7.34
Tulsa	2,095	304,300	6.88
Richmond-Petersburg, Va.	1,321	275,400	4.80
Wichita-Hutchinson	1,746	259,000	6.70
Scranton-Wilkes-Barre	1,310	253,000	5.18
Evansville-Henderson	686	251,100	2.73
Salt Lake City	1,426	250,600	5.69
Spokane	2,067	249,300	8.29
Little Rock	1,010	232,000	4.35
Madison	1,066	232,000	4.59
Knoxville	1,190	229,800	5.18
Fresno	1,658	224,600	7.38
Orlando-Daytona Beach	956	221,700	4.31
Ft. Wayne	953	207,600	4.59
Phoenix-Mesa	1,705	204,500	8.34
Chattanooga	922	203,000	4.54
Bakersfield	721	177,400	4.06
Peoria	1,011	169,100	5.98
South Bend-Elkhart	677	155,200	4.36
Youngstown	850	144,700	5.87
Honolulu	1,096	129,900	8.44
Albuquerque	508	126,800	4.01
Amarillo	588	111,700	5.26
Tucson	504	103,300	4.88
El Paso	638	102,600	6.22
Colorado Springs-Pueblo	445	91,800	4.85
Las Vegas-Henderson	199	37,000	5.38

(a) Data for Detroit have been excluded inasmuch as the FCC total for that market does not include billings for station CKLW-TV.

* Excludes tv areas where the FCC billing figures represent a combination of 2 or more markets with varying set counts. (Overall figures for these areas are appended.)

APPENDIX

As noted previously, this report *excludes* those television areas where the FCC billing figures represent a combina-



In Atlanta, WSB-TV offers . . .

MORE local and network news —top-rated programs presented 8 times daily*

MORE kid shows—more top-rated shows, including the hour-long "Popeye Club"*

MORE feature films—"Films of the 50's," MGM and Shirley Temples, and Tarzans

MORE local programs—panels, documentaries, interviews on subjects in the public interest

MORE of the best syndicated shows—all 10 of Atlanta's "top ten" are on WSB-TV*

*May 15-June 11 ARB, Atlanta, Ga.

You get MORE of Atlanta's million when you buy WSB-TV! Your sales message reaches 41.6% of the tv homes in the five-county Atlanta metropolitan market*. . . also penetration in 121 other counties. WSB-TV's share of audience is nearly 20% greater than the next station, 70% more than the third*. Channel 2 delivers more because it serves the public interest best. Put your advertising on WSB-TV.

CHANNEL 2
wsb-tv
ATLANTA

Represented by
Edward Petry & Co., Inc.

Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Associated with WSOC/WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton.

tion of two or more markets with varying set counts (e.g., Hartford-New Haven-New Britain-Waterbury).

Since these "combinations" frequently include markets of varying size, the billings per tv family would not necessarily apply equally throughout each of these FCC-designated areas. However, for purposes of completeness, the data for these areas are shown below with the spot television billings per family computed on the basis of the largest tv market in each group:

Market	Spot tv billings (in $000)	Television families (7/1/59)	Spot television billings per family
Hartford-New Haven-New Britain-Waterbury	$7,017	860,900	$8.15
Indianapolis-Bloomington	5,406	716,400	7.55
Altoona-Johnstown	2,193	565,800	3.88
Harrisburg-Lancaster-York-Lebanon	2,791	515,900	5.41
Charleston-Huntington-Oak Hill-Ashland	1,896	444,800	4.26
Springfield-Decatur-Champaign-Urbana-Danville, Ill.	1,639	345,800	4.74
Green Bay-Marinette	913	324,200	2.82
Des Moines-Ames	2,388	316,600	7.54
Portland-Poland Spring, Me.	1,659	313,900	5.29
Bay City-Flint-Saginaw	1,580	306,000	5.16
Roanoke-Lynchburg	1,195	298,700	4.00
Mobile-Pensacola	1,258	228,400	5.51
Harrisburg, Ill.-Paducah, Ky.-Cape Girardeau, Mo.	1,049	225,600	4.65
Austin-Rochester-Mason City	595	161,200	3.69

Expenditures per tv home*

Markets	Expenditure
1-10	$9.67
11-20	8.93
21-30	8.16
31-40	6.92
All others	5.41

*Tv areas where the FCC billing figures represent a combination of 2 or more markets with varying set counts have been omitted. Detroit has also been excluded since billings for CKLW-TV are not included in the FCC total for that market. Source: Based on spot tv billings in 1960 for markets with three or more tv stations as reported by FCC.

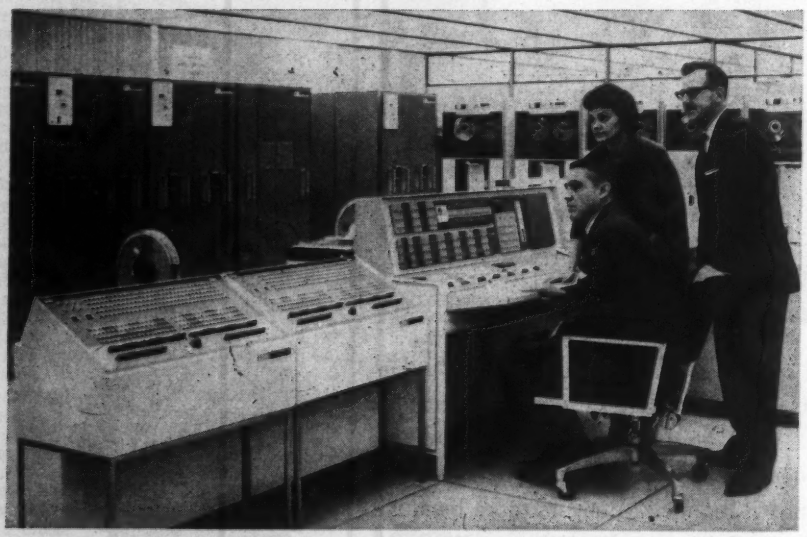
What Central Media Bureau will do

ITS SERVICES, AND SURVEY SHOWING WHY THEY'RE NEEDED, EXPLAINED

A new central billing service with electronic flourishes added to its basic promise of cutting timebuying paperwork, helping agencies make more efficient spot buys and speeding the flow of payments to stations (CLOSED CIRCUIT, July 24, *et seq.*) is being announced today (Oct. 16).

The new company, third to announce its entry into a field unoccupied three months ago, is Central Media Bureau. Associated with and partly owned by C-E-I-R, one of the world's largest independent users of electronic data-processing equipment, CMB is headed by three systems experts who have been closely identified with the broadcast advertising field.

Kenneth C. Schonberg, Remington-Rand Univac expert who in the 1950s supervised the installation of data-handling equipment at such agencies as Ted Bates, BBDO, J. Walter Thompson and others, and who in 1960 sold and installed at Young & Rubicam what was said to be the first electronic data-processing system in the agency field, is president of CMB. William J. Sloboda, former financial systems expert with the Peters, Griffin, Woodward station representation firm and before that with Curtiss-Wright, is executive vice president and treasurer. Mrs. Lois R. Hirst, a former Remington-Rand systems analyst who was manager of PGW's automated data system in 1957-59 and since has been assistant director of the JWT data processing center, is vice president and secretary.



The three people who will run the C-E-I-R-connected Central Media Bureau are shown with some of the electronic data processing equipment which will be used by the new billing firm to help facilitate the spot timebuying function at the C-E-I-R Center in New York (l to r): Kenneth Schonberg, CMB president; Lois Hirst, vice president-secretary; William J. Sloboda, executive vice president-treasurer.

President Schonberg said CMB's computer-coordinated services would include "prompt and accurate media estimates for agencies," same-day teletype information on rate and discount changes for advertisers and agencies, "and on-the-spot clearance of billing discrepancies between media, media representatives and agencies."

The Rub ▪ With its announcement CMB released results of surveys of agencies, stations and station representatives which among other things showed that tv and radio stations have $8.8 million in time-billing accounts receivable regularly outstanding for 60 days or more (BROADCASTING, Oct. 9), that major agencies average more than $500,000 apiece in overhead for servicing spot campaigns and more than $65,000 a year just for clearing discrepancies between spot orders and spot billing, and that the average rep spends more than 40% of his time on paperwork as opposed to actual "selling."

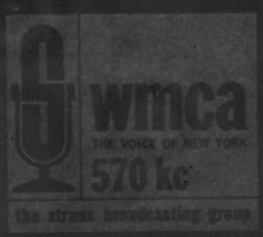
CMB claims its service will materially reduce all these problems and in the process cut back the need for campaign cost estimating by agencies; keep agencies constantly (and automatically, via teletype tape) advised as their buys approach the point where a few more spots purchased will actually save

when you think

NEW YORK RADIO

think

wmca



Represented by AM Radio Sales

A $30 million bill that can be cut in half

The radio-tv business spends about $30 million to process spot buying and billing. This represents money paid by agencies, station representatives and stations themselves.

The claim was made last week by Broadcast Clearing House, a central billing house set up for spot radio-tv last summer (BROADCASTING, Aug. 7). The firm has arranged for the Bank of America to handle the data-processing for an "industry-wide" system of automated billing and processing that it hopes to have in operation early next year.

BCH said the estimate was prepared in a research project in which Arthur Young & Co., its accounting firm, consulted with the Bank of America's Edward Martin, who is director of research. Broadcast Clearing House's principals (John Palmer, president, and Lee Mehlig, executive vice president) then compiled data from various interviews, conferences and seminars with agencies, stations and reps and projected results against cost information of typical clerical systems, procedural steps and time studies. The latter information, BCH said, was provided by the accounting firm.

The clearing house said the study was made to determine how much of the estimated $30 million could be saved through its proposed central billing. The answer: "More than 50% in most cases."

More specifically this is the "comparison of percentage saved by the BCH plan over present systems":

	Agency	Rep	Station
Operational-procedural steps	33.3%	51.5%	57.2%
Comparison and check points	66.6	66.6	66.6
Internal handling time	62.1	70.4	29.1
Material, space and equipment costs	58.5	27.5	41.3

The above table shows a breakdown of the percentage saved in various functions by agency, by station representative and by station in the BCH plan as compared to present systems.

money by bringing them to a new discount level; and take over virtually all of the extra functions of the "agency of record" for multi-agency advertisers.

Mr. Schonberg said CMB will use the facilities of C-E-I-R's New York electronic center and can have its new service in operation within about six months after the first contract is signed. Presentations to prospective clients are slated to start immediately. CMB's fee will be an as yet undisclosed percentage of gross billings handled, payable by agencies, stations and reps.

Although client solicitations will cover all levels, it appeared likely that some of the services would hold greatest appeal for multi-agency advertisers (and the agencies of those advertisers). CMB said that in its agency survey 40% of the respondents reported a two-to-three-week time lag between confirmation of a buy and notification to all participating agencies regarding new discounts earned. CMB promises same-day notification and also says it will handle other problems, such as clearance of discrepancies, which while troublesome in any case, can be especially difficult where several agencies are buying for one advertiser.

Other Possibilities ▪ Mr. Schonberg said CMB also is working on a number of long-range possibilities including a system that would enable agencies and reps to feed questions directly into the C-E-I-R computers and get their answers back in seconds. Tying the New York center in with C-E-I-R-operations in other cities, so that a computer in Houston or Chicago, for example, might "talk to" the CMB equipment in New York and get quick estimates for Houston or Chicago agencies, also was suggested as a future possibility. Expansion of the CMB services to other media is still another possibility, Mr. Schonberg said.

Observers speculated that there might be another distant possibility, though CMB officials said nothing to justify the speculation. This was that conceivably stations' rating records might eventually be stored in the computer along with their rate structures, so that buys might be "tested"—or alternative plans compared—in terms of ratings efficiency. This otherwise unsupported speculation stemmed from the fact that C-E-I-R recently acquired the American Research Bureau ratings organization.

CMB summarized its "basic services" and benefits to be gained from them by agency, station and rep clients as follows:

Agencies—Services include same-day earned rate information; prompt media plans, accurately costed; spot estimates and estimate revisions; central clearance of discrepancies; control of client contract records and a four-part account package consisting of as-ordered invoice, supporting logs, adjustment invoice and station affidavits. Benefits: "Increased agency profits" encompassing "lower operating costs, greater efficiency, more flexible use of media budget [and] increased revenue."

Stations services include central clearance of discrepancies, pre-printed log-affidavits, standardized station invoice and unified voucher checks. Benefits: "More income faster to stations," covering "simplified billing operations, prompt payments [and] increased spot sales."

Reps—Services include same-day notification of earned rates, central clearance of discrepancies, station-agency contracts and station billing projections. Benefits: "Less paperwork, more selling time" through "reduced clerical burden, better tools for creative selling, new sales opportunities."

Economic Maximum ▪ CMB officials said one of their key services, which would both increase spot sales and enable agencies to buy more economically and efficiently is what they call the "economic maximum formula." Each station's rates are stored in the machine—about 180 different rates per station—and then, as buys are fed in, the machine determines the point at which an advertiser's total buys on any station are so close to a higher discount level that the advertiser would save money or get more for his dollar by buying additional spots and thus attaining the new level. For instance:

If a station has a 156-time rate of $104 per minute and a 260-time rate of $97.50, the "economic maximum" between those rate levels is 244 minutes. At that point it becomes more efficient to buy up to the higher discount level. If an advertiser has bought 238 spots at the 156-time rate, for example, his cost is $24,752. At the "economic maximum"—244 spots—the cost is $25,376. If he goes to the 260-time level he gets 260 spots for $25,350. This gives him more spots than the "economic maximum" but at a total price $26 less, and as compared to his original total (238 minutes) he gets 22 extra spots worth $2,288 at the 156-time rate but actually costing him only $598 more than his original 238-spot order.

CMB's point is that buyers using a number of stations cannot keep track of all this detail, which varies from one station to another, and thus may miss many "good buy" and "bargain" situations where it is more efficient to

buy more spots than not to. The "economic maximum" service is designed to keep oversight from happening.

Survey Findings ▪ Among the findings from its surveys released by CMB were: Timebuyers divided their working hours thus: 39% in selecting availabilities, 8% in checking confirmations, 12% costing alternate schedules, 5% preparing client estimates, 13% clearing discrepancies and 2% revising client estimates. For all but the first two, CMB said its service would cut down the time involved.

Stations estimated that 16% of their gross monthly spot billing is continuously 60 days or more in arrears. This comes to $8.8 million and, in addition, more than $4 million is overdue for 90 days or longer. Almost half of the station respondents said 10% of their monthly spot gross is outstanding from 90 days to a year.

Of the station respondents 69% said it takes them 2 to 4 man-days a month to prepare performance affidavits. Almost one-fourth said it takes them 6 to 15 man-days a month to prepare client invoices.

Reps broke down their use of time—and their secretaries' time—as follows, according to CMB:

Time selling activity	Percent of total salesman time consumed	Percent of total sec'y time consumed	Percent of total clerical time consumed
Selecting availabilities	25%	20%	..
Figuring discounts, plans	20	17	30
Confirmation of sale	12	19	..
Processing schedule changes	8	15	35
Clearing discrepancies	2	5	20
Making presentations	33	..	..

CMB, whose offices are at the C-E-I-R Center at 270 Park Ave., New York, was the first of the central billing organizations whose plans leaked out. Its formal announcement, however, was preceded by those of Broadcast Clearing House (BROADCASTING, Aug. 7) and Broadcast Billing Co. (BROADCASTING, Aug. 14). Another firm, United Media Inc., also is reportedly considering entering the field (CLOSED CIRCUIT, Sept. 18).

Business briefly...

Johnson & Johnson Inc., has become a partial sponsor of *ABC Evening Report* (Mon.-Fri., 6 p.m. EDT), and *Bus Stop* (Sun., 9-10 p.m. EDT). Agency: Young & Rubicam, New York.

Shulton Inc., New York, has planned an 80-market, 5,000 - spots - per - week tv campaign, for the two weeks just prior to Christmas. At the same time, Shulton will participate in about nine prime-time network tv shows, including *I've Got a Secret, Checkmate* and *The Investigators* (all CBS-TV). Agency: The Wesley Assoc., New York.

Procter & Gamble Co., New York, will sponsor this year's telecast of *The Wizard of Oz* on CBS-TV (Dec. 10, 6-8 p.m. EST). The movie was presented on tv in 1956, 1959 and 1960. Agency: Benton & Bowles, New York.

Pez Candy will begin a spot tv campaign in 15 major markets starting in mid-October. Strong emphasis will be placed on local children's program personalities. Agency: Daniel & Charles Inc., New York.

Agency appointments...

▪ National Presto Industries Inc., Eau Claire, Wis., appoints BBDO, Minneapolis, to handle advertising of its kitchen and home electrical appliances, effective Jan. 1. No media plans have been formulated, but Presto has been a broadcast advertiser in the past.

▪ Bristol-Myers de Mexico, S. A. de C. V., has appointed Kenyon & Eckhardt de Mexico as advertising agency for Ipana Tooth Paste and Bromo-Quinina. The agency already handles Sal Hepatica and Talco Ammens for B-M's Mexican operation.

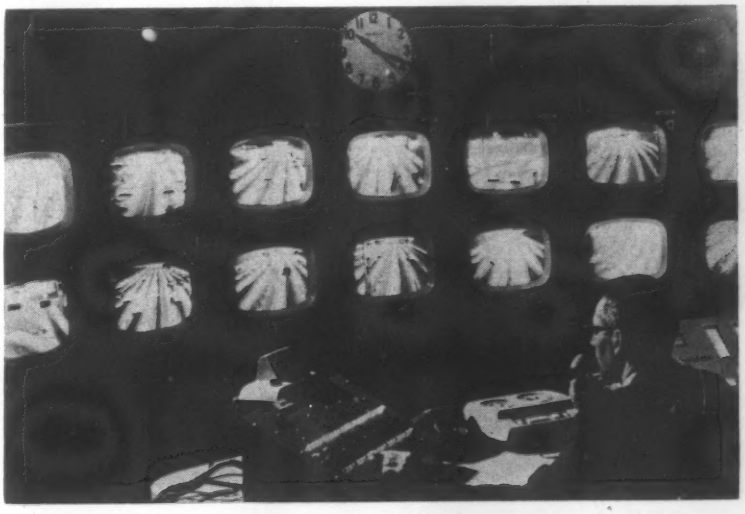
▪ Durkee-Mower Inc., Lynn, Mass., appoints Richard K. Manoff Inc., New York, as its advertising agency. Manoff will prepare a spot tv drive in the Northeast for D-M's Marshmallow Fluff.

▪ Sun Chemical Corp. has appointed Kastor, Hilton, Chesley, Clifford & Atherton Inc., New York, as agency for corporate and product advertising of all divisions, in both Canada and U. S.

▪ Beckman • Koblitz, Los Angeles, agency for National Safti-Break Centers, that city, appoints Pacific National Adv., Portland, Ore., and Seattle and Spokane, both Washington, as agency for National Safti-Break in those cities.

▪ Monsieur Henri Wines Ltd., has appointed Smith/Greenland, New York, to handle advertising of their imported French wines.

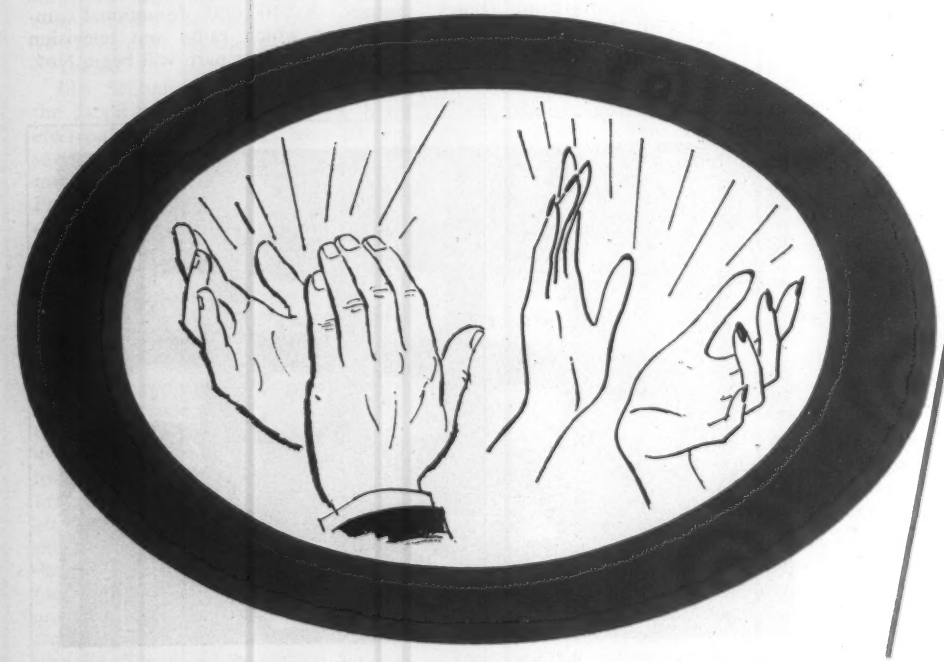
▪ Value Fair (department store), Oceanside, Calif., appoints Irvin L. Edelstein Assoc., Los Angeles, as its agency. A $100,000 promotional campaign, of which radio and television will share a major part, will begin Nov. 2.



GE bolsters tv commericals with print ads

General Electric Co. is calling attention to its television commercials on CBS-TV's *General Electric Theatre* (Sun., 9-9:30 p.m.) through use of "the first print tune-in" advertising campaign for commercials. GE will place a series of half-page ads for its commercials in *Tv Guide* and plans five or more insertions through this year. The first insert (see photo) was used two weeks ago and promoted a three-minute tape message, "Tv Traffic Copy," which was carried on the television program Oct. 8. This commercial demonstrated how a number of small tv cameras developed by GE will aid highway traffic control on the John C. Dodge Freeway in Detroit. All of the tune-in ads in the series refer exclusively to commercials and no reference is made to program content, cast or airtime.

The New Sound from Programatic®



Automated for FM
World's Finest Adult Music
Newly recorded in Full Fidelity

O-Vation Music—sparkling new tunes plus personalized new format—represents the finest automated radio service available. Geared to today's mature audiences and to FM programming needs, each 8-hour O-Vation Music tape plays exciting *NEW* instrumental and vocal arrangements drawn from the greatest talent in the world. It's the economical way for a broadcaster to separate FM from AM programming. Played on superb Programatic equipment you are assured of beautiful music reproduced with true tonal qualities.

Equally important is O-Vation's flexibility which allows the insertion of any number of local broadcasts, news breaks, commercials and public service programs.

VATION

music

Only Programatic equipment is specially designed to play O-Vation Music to maximum advantage. Programatic starts and stops O-Vation tapes automatically. It pre-selects other broadcast material, including desirable public service programs, and automatically injects them at times *you* select. From the small local broadcaster to big city giants, FM *or* AM, this means great savings in manpower and operating costs.

O-Vation Music is available to only *one* station per market. Make it yours and open new horizons of audience and profit potential. To find out more about it, just send in this coupon.

an international affiliate of Wrather Corporation

Programatic Broadcasting Service
229 Park Avenue South
New York 3, New York

Please send me information
on O-Vation Music and
Programatic equipment.

Name_____

Address_____

City_____ State_____

Is some of the heat off radio-tv ads?

IT MIGHT BE, BUT AAAA REPORT LEAVES QUESTIONS UNANSWERED

A survey reported by the American Assn. of Advertising Agencies last week appeared to take some of the heat off television and radio commercials as major causes of so-called opinion leaders' criticisms of advertising generally.

Whether, or to what extent, it did absolve the broadcast media could not be ascertained immediately because full details of the findings were not made public. The publicized portions, however, carried no such references as those contained in a predecessor pilot study, released by AAAA last spring, that said "television and to a lesser extent radio advertising bore the brunt" of criticisms (BROADCASTING, April 26).

The report on the new survey was delivered at the annual meeting of the AAAA central region in Chicago last Thursday and Friday.

It said "criticism of advertising by thought leaders stems primarily from the absence of readily available information on the functions, achievements, and limitations of advertising." The report added that "to a lesser extent it is based on personal reactions to particular advertisements."

Closed Meeting ▪ The report was analyzed in a closed meeting of the AAAA central region which also was slated to hear talks by Edwin Cox of Kenyon & Eckhardt, AAAA National chairman; Marion Harper Jr., of Interpublic Inc., AAAA vice chairman, and Don Calhoun of Jack Tinker & Partners, a division of Interpublic.

Oliver Treyz, president of ABC-TV, called for more agency participation in network program planning during an appearance before a public session (see p. 40). Other speakers included Dr. James S. Coleman of Simulmatics Inc. (see box, below) and CBS entertainer Arthur Godfrey (see below).

John G. Mapes of Hill & Knowlton, public relations counsel to AAAA, analyzed the opinion-leader study, which was made by Group Attitudes Group, a Hill & Knowlton subsidiary.

In the published portions of his report Mr. Mapes said the study was based on extensive interviews with 180 leading college professors, religious leaders, top business executives, editors and writers and government leaders, and described some of their attitudes as follows:

"Religious leaders think advertising does not completely fulfill its social obligations. Irresponsible advertising, they say makes business as well as advertising morally suspect.

"Sociologists think 'advertising is a cultural depressant, tending to destroy individualism.'

"Economists join with other groups in criticizing what they call non-informative or purely brand-vs.-brand advertising.

"Another criticism common to all groups . . . is that advertising influences people to buy unnecessary things."

No Legislation Wanted ▪ Despite their criticisms, Mr. Mapes said, "thought leaders show no sentiment for restrictive legislation or control of advertising." His analysis concluded that about 80% of those interviewed "would be likely to adjust their views on advertising if enlightened by facts and argument."

Mr. Godfrey, appearing Friday before an open session, labelled the present era "the selling sixties," pointing out for the first time in many years, the U. S. economy is such that products are available and consumers have money. But the task of industry and the advertising business, he added, is "not only to offer something better but to make people want to buy it."

He claimed that public attitudes have changed regarding consumer products, since they are freely available, and stressed that "a selling job must be performed." In this connection, he noted that his CBS radio program is on the road, originating from such cities as Little Rock, Tulsa, Wichita, San Antonio, Cedar Rapids, Houston and Austin, and added: "A trip like this is pretty rough, as you know, and you may wonder why we are doing it. Well, we feel we've got to get out and sell our program, just as you must get out and sell your products . . . Folks aren't going to tune us in simply because we're there on the dial—any more than they'll buy our goods just because they're on the shelf. We've got to sell them."

Simple and Direct ▪ During a panel session Friday on future trends, James L. Isham, of Needham, Louis & Brorby, Chicago, said the best advertising of tomorrow "will be simple and direct." He said the advertising to come will be "relevant" and increasingly will find its

What computer simulation can do

The crucial problems of determining the types and sizes of media advertising campaigns will be solved soon through electronic computer simulation, Dr. James S. Coleman, a member of the research board of Simulmatics Corp., predicted last week.

He told the annual central board of regional meeting of the American Assn. of Advertising Agencies in Chicago (see above) that because of computers and techniques developed by Simulmatics, advertising campaigns will become more complex, using different media, different formats in the same media, regionalization and local media. He observed that the "most efficient" campaign may be one "too complex to be devised without artificial aid—that is, computer simulation—and consequently, present campaigns overlook many possibilities."

The computer simulation of media audiences, Dr. Coleman explained, integrates audience data "so completely and so swiftly that such questions as 'size of audience' can be answered for a complex advertising campaign without elaborate surveys asking people if they saw or heard certain ads." Projections can be produced as automatically and almost as accurately as circulation figures for a magazine, Dr. Coleman claimed.

"But this process, which Simulmatics calls 'the media-mix model,' is capable of going one step further, and this is a crucial step," he stressed. "Because it involves simulation (setting up in the computer a model of real life processes), the new technique can give the expected circulation figures for hypothetical advertising campaigns. Thus newer, different combinations of media can be experimented with, not in the field, but on the computer."

Simulmatics Corp. is composed of a group of social scientists, mathematicians and computer experts from such universities as Harvard, Yale, Massachusetts Institute of Technology and Johns Hopkins. Dr. Coleman, who is chairman of the Dept. of Social Relations at Johns Hopkins, forecast that electronic computer simulation will bring a "revolution in the development of advertising and marketing techniques."

WDRC*, HARTFORD, JOINS AMERICA'S MOST INFLUENTIAL GROUP OF RADIO STATIONS EFFECTIVE OCTOBER 1st, REPRESENTED BY JOHN BLAIR & COMPANY

*Buckley-Jaeger Broadcasting Company
Bill Crawford, Manager

BLAIR GROUP PLAN

memo to:
Helen Wood

As any Lansing listener survey for the past four years will tell you, WILS dominates the market.

- Here's one reason why the Lansing market is worth buying:

COST PER THOUSAND

26¢

based on latest Hooper (see below) and latest SRDS Spot Radio (Mar. '61)

- Here's one example how we dominate the Lansing market:

HOOPER RATING

	WILS	OTHER AM STATION
M-F 7 am-noon	61.9	23.2
M-F noon-6 pm	60.6	18.8

C. E. HOOPER, JAN.-FEB. '61

118

RADIO WILS LANSING 1320

24 HRS/DAY
5000 WATTS DAYS
1000 WATTS NIGHTS

represented exclusively by Venard, Rintoul and McConnell

theme and drama "in the product itself." He said there will be "less resort to borrowed interest, gimmicks and 'device-y' techniques."

Mr. Isham felt that "more advertisers will discover the power and effectiveness of understatement" and that as a result advertising will become more believable and will leave a "clear net impression, or image, of the product and its maker." He said advertisers are only on the threshold of making the most effective use of the sound track in television commercials; staging, drama and sound are the new frontiers in this medium, he indicated, and the surface has been "barely scratched." Perhaps we have been "too pre-occupied with the video and mute words and music," Mr. Isham said.

Treyz calls for agency-network planning

BEST WAY TO GET 'EFFECTIVE, SUCCESSFUL' PROGRAMS

Advertising agencies and their clients were urged last week by Oliver Treyz, ABC-TV president, to join the networks in program planning for the 1962-63 season as a move toward achieving "effective and successful programming."

Mr. Treyz stressed that the final programming decision must be made by the networks, but he also told a meeting of the American Assn. of Advertising Agencies in Chicago (story page 38) that "the fall is the crucial time for agency suggestion and participation . . . when the seed of the program idea is planted."

He suggested that agency executives ask themselves these questions: (1) Have you ascertained, early enough, the tentative television needs and desires of your clients for the 1962-63 season? (2) Have you started to set goals as to amount of time, types of programs, nights of the week? (3) If so, have you approached one of the networks with your thinking so that it can be given careful consideration in the network's program decisions?

Mr. Treyz declared that agency manpower is highly cognizant of the advertiser's marketing and public relations needs, and has developed a "feel" for public. taste. He asked that this knowledge be shared with the networks, stressing that agencies presently are not sufficiently a part of the long-range planning process.

Few Exceptions ▪ "Today, with but few exceptions, the network schedules represent programs selected by the networks themselves," Mr. Treyz asserted. "Only a handful of time periods are being bought by an advertising agency and then programmed with an agency-selected show which meets the network's standards."

He divided each network schedule into four groups: (1) the few programs in the advertiser-controlled category; (2) the network-owned programs which it has purchased and scheduled without consultation with agency and advertisers; (3) network-owned shows bought by the networks but scheduled in specific time periods with specific lead-ins in consultation with an advertising agency and (4) network-owned shows bought by the networks after working with an advertising agency and scheduled with the advice and sponsorship of the agency's clients.

"It is our experience that shows in the third and fourth group—where networks and agencies planned together—have shown greater public appeal than either of the other groups—where the network or the agency worked alone," Mr. Treyz commented.

He urged that agency and advertiser consultation be accomplished within the next three months, explaining that by mid-January, "virtually the entire 1962-63 schedule will be locked-in."

Mr. Treyz sounded a sober note during another point of his talk, pointing out that serious questions are being raised about the future of the American system of television. He observed:

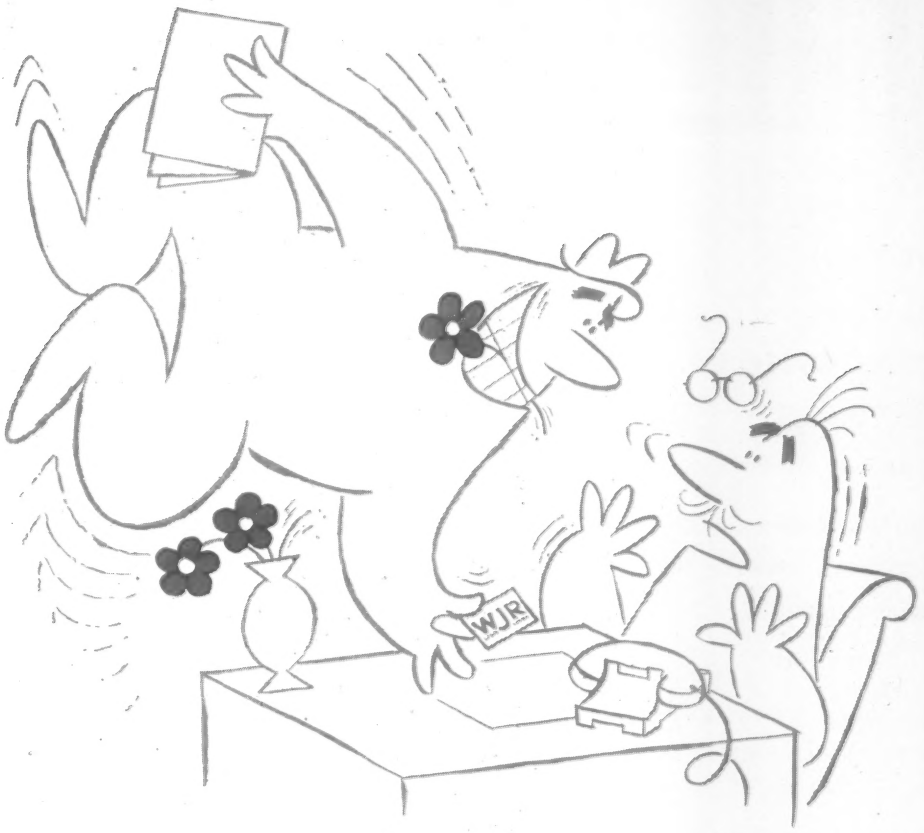
"The alternate choices to the Ameri-

ARBITRON'S DAILY CHOICES

Listed below are the highest ranking television shows for each day of the week Oct. 5-11, as rated by the National Arbitron instant ratings of the American Research Bureau. These ratings are from a sample of 1,200 television homes per half hour properly distributed across the U. S.

Date	Program and Time	Network	Rating
Thur., Oct. 5	**Sing Along With Mitch** (10 p.m.)	NBC-TV	24.8
Fri., Oct. 6	**Route 66** (8:30 p.m.)	CBS-TV	21.8
Sat., Oct. 7	**Perry Mason** (7:30 p.m.)	CBS-TV	24.8
Sun., Oct. 8	**Bonanza** (9 p.m.)	NBC-TV	27.7
Mon., Oct. 9	**Danny Thomas Show** (9 p.m.)	CBS-TV	23.0
Tue., Oct. 10	**Red Skelton Show** (9 p.m.)	CBS-TV	25.4
Wed., Oct. 11	**Wagon Train** (7:30 p.m.)	NBC-TV	27.8

Copyright 1961 American Research Bureau



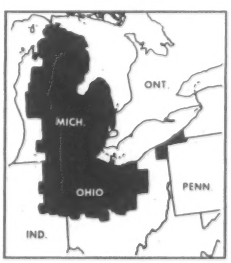
He's got acute politzomania . . . and it's catching!

When our sales reps saw the results of the 1961 WJR-Politz Study, they flipped! Now, normally they are quite an aggressive group. But this *really* got them. Their reaction to the contents of the study was far beyond our sales manager's fondest dreams. As one voice, they broke into a chant, "We love Politz, we love Politz!"

Alas, they had contracted acute politzomania.* And all it took was one exposure to one fact: Of the 175 stations mentioned in the 1961 WJR-Politz Study, one station—WJR—had 32% or 2,183,000 of the listeners. Since each rep left the office with his own copy of the complete study with *all* the facts, we thought it best to pass along a warning to all our friends in advertising:

Be patient. Our reps are so inspired that their enthusiasm just spills over. As they apply this new kind of radio research to your specific advertising objectives, you'll be able to reach logical prospects for your products. And these prospects are presented in a complete profile according to age, sex, socio-economic status, home ownership, radio listening habits, and other characteristics.

When you have this data in hand, just sit back and relax. Try not to be quite as conspicuous as our reps. But then who can fight politzomania?



The measured area of the Alfred Politz media study released September, 1961. This area includes 6,801,000 people—age 15 and older.

WJR DETROIT
760 KC 50,000 WATTS

Represented by Henry I. Christal Co., U. S. & Canada
Atlanta • Boston • Chicago • Detroit • Los Angeles
New York • San Francisco

*po•lit•zo•ma•ni•a—*newly discovered advertising affliction. Highly contagious. Identified by uninhibited displays of enthusiasm. Always found in WJR sales reps who have 1961 WJR-Politz Study in hand. Time-buyers and ad managers particularly susceptible. Wipes out sales resistance. Appears in flashes of marketing insight. Only known remedy: Sign the order!

WHLi
"THE VOICE OF LONG ISLAND"

known by the companies we keep!

GAS STATION SALES*
$189,548,000

SOME "BLUE CHIP" ADVERTISERS USING WHLI TO REACH BIG, RICH LONG ISLAND MARKET

Amoco
Cities Service
Esso
Gulf Oil
Sun Oil
Texaco

5TH IN GAS STATION SALES IN THE UNITED STATES

*Nassau-Suffolk, (Sales Management 1961)

Over 400 top advertisers chose WHLI in 1960-1961. Will you be on the "preferred" list in 1961-1962?

10,000 WATTS
WHLI AM 1100 FM 98.3
HEMPSTEAD LONG ISLAND, N.Y.
the voice of long island
Represented by Gill-Perna

August network tv billings

NETWORK TELEVISION GROSS TIME BILLINGS
Source: TvB/LNA-BAR

	August			January-August		
	1960	1961	% Change	1960	1961	% Change
ABC-TV	$11,366,100	$14,484,650	+27.4	$100,846,330	$123,417,660	+22.4
CBS-TV	21,448,482	21,446,651	0.0	183,242,588	176,374,866	— 3.7
NBC-TV	18,052,503	22,472,613	+24.5	158,850,358	180,598,490	+13.7
Total	$50,867,085	$58,403,914	+14.8	$442,939,276	$480,391,016	+ 8.5

Month By Month 1961

	ABC	CBS	NBC	TOTAL
January	$15,898,310	$22,894,855	$23,031,118	$61,824,283
February	14,939,180	20,928,850	21,203,055	57,071,085
March	16,577,140	23,085,353	23,952,458	63,614,951
April	15,791,210	21,989,913	22,003,383	59.784,516
May	16,197,190	22,253,355	23,229,565	61,680,110
June	15,233,000	21,787,201	22,845,630	59.865,831
July*	14,296,970	21,988,688	21,860,668	58,146,326
August	14,484,650	21,446,651	22,452,613	58,403,914

*Figures revised as of October 2, 1961

NETWORK TELEVISION GROSS TIME BILLINGS BY DAY PARTS
Source: TvB/LNA-BAR

	August			January-August		
	1960	1961	% Change	1960	1961	% Change
Daytime	$15,288,154	$18,465,704	+20.8	$131,528,244	$157,348,929	+19.6
Mon.-Fri.	13,318,998	16,455,076	+23.5	109,560,448	133,525,602	+21.9
Sat.-Sun.	1,969,156	2,010,628	+ 2.1	21,967,796	23,823,327	+ 8.4
Nighttime	35,578,931	38,938,210	+12.3	311,411,032	323,042,087	+ 3.7
Total	$50,867,085	$58,403,914	+14.8	$442,939,276	$480,391,016	+ 8.5

can system are well-known, of course—government subsidy, the magazine concept and pay tv. We believe the American method of financing television is the best way. But we also believe the system can function better if the agencies and networks work together."

A move to give status to admen

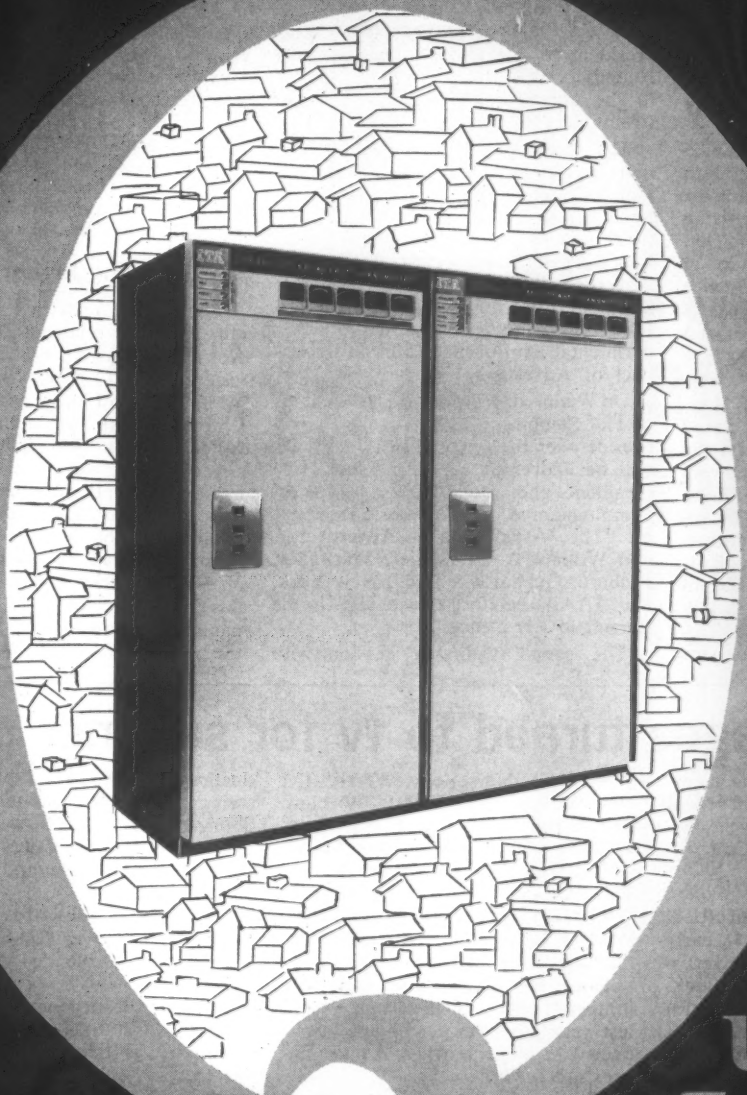
Recommendation that qualified individuals in advertising be "certified" and be permitted to use the words "Certified Advertising Practitioner" or the letters "CAP" after their names has been submitted to the board of the Western States Advertising Agencies Assn. The plan was formed by joint committees of WSAAA and the San Diego Assn. of Advertising Agencies, following a lengthy exploration of the subject of professionalization of the advertising fraternity.

"It is not a question of *whether* advertising shall be regulated or disciplined," the joint committee concluded; "it is merely a question of what kind of regulation—and by whom—is in the best interests of the public and of advertising in general and advertising agencies in particular. . . . The committees firmly believe this is through self-regulation, rather than governmental regulation."

Comparing advertising agencies' place in the advertising business with that of architects in the construction industry, the committees note that "while at one time architects were merely specialized building tradesmen, professionalization has evolved out of necessity—and to the lasting benefit of the entire construction industry." Also, they point out that while most advertising men today were not formally trained for advertising, each year the need for formal training for this increasingly complex occupation becomes greater and more and more people are seeking education in advertising.

So, the committees recommend the certification of advertising men and women, but they strongly urge that this certification be done by the WSAAA and other similar groups and not by government licensing. " 'Certification' is not envisioned as a requisite for membership in WSAAA, nor for media recognition," the committees state. "It is anticipated that ultimately designation as a 'Certified Advertising Practitioner' may distinguish the so-called 'elite' advertising counselor and thereby command special consideration by clients to whom such a designation is attractive. However, it is recognized that this distinction or added respect will have to be earned. It cannot be legislated."

The report further recommends that available college courses in advertising be surveyed, but "strongly" recommends that minimum educational requirements



ITA

Quality

35 KW FM Transmitter

ITA 35 KW FM TRANSMITTER . . . designed to fill in coverage weak spots—blanket the area with POWER at a price you can afford. Perfect for stereo, it also transmits a multiplex sub-channel. And it's compact, only 11 square feet over-all. Examine its features . . . step-up to the best high power FM transmitter ever made. For complete information write ITA Dept. BJ-3.

- **Grounded Grid PA**
- **Silicon Rectifiers**
- **Ceramic PA Tubes**
- **Automatic Recycling**
- **Free Test and Tune-up**

A Complete Broadcast Equipment Service

ITA ELECTRONICS CORPORATION

BROADCAST DIVISION • LANSDOWNE, PENNSYLVANIA

ITA Sales Offices:

Chicago, Ill. AN 3-3797
Cincinnati, Ohio CH 1-6386
Dallas, Texas FL 7-9607
Jacksonville, Fla. EL 6-0121
Kansas City, Mo. GR 1-2838
Lansdowne, Pa. CL 9-8200
New York City, N.Y. CH 2-1999
Portland, Ore. CA 2-2651
Washington, D.C. 337-2884

Western AAAA convention underway

More than 400 advertising and media executives are on hand for the 24th annual Western Region Convention of the American Assn. of Advertising Agencies which opened yesterday (Oct. 15) at the Hotel Del Coronado at Coronado, Calif. Jack W. Smock, vice president in charge of the Los Angeles office of Young & Rubicam, is AAAA regional chairman. (For election of new officers, see FATES & FORTUNES, page 84).

After Sunday and Monday closed sessions for member agencies only, the general business sessions of the convention start Tuesday morning, with John H. Hoefer of Hoefer, Dietrich & Brown, San Francisco, presiding. Ray Mithun, Campbell-Mithun, Minneapolis, chairman of the AAAA committee on agency personnel, will make the first talk on "Needed: A Mental Fitness Program." John H. Bricker, marketing vice president of Foremost Dairies, San Francisco, will follow with an answer to the question: "Where Do We Go From Here?"

The second segment of the Tuesday morning session, with John W. Davis, Honig-Cooper & Harrington, San Francisco, as chairman, will include talks by Clark Leavitt, creative research director, Leo Burnett, Chicago, on "Intrigue in Advertising" and Dr. Frank Meissner, associate professor of marketing at San Francisco State College, on "The Experimental Approach to Measuring Impact of Advertising."

On Wednesday morning, Hal Stebbins of Hal Stebbins Inc., Los Angeles, will preside over the opening session, which will be addressed by John Flack, vice president and executive art director, Cunningham & Walsh, San Francisco, on "The Visual Side of Advertising," and William A. Marsteller, Marsteller, Richard, Gebhardt & Reed, New York, and AAAA secretary-treasurer, "On the Pursuit of Excellence."

The second Wednesday session, with Robert P. Heintz, Heintz & Co., Los Angeles, in the chair, will hear from Dr. Franklin Gilchrist, vice president of Psychological Services, on "You Can't Tell a Salesman by the Bumps on His Head," and Harold D. Germann, western manager of customer relations for Thiokol Corp., on "The Most Important Account in the World."

Tv ads bring higher profits

The use of television by advertisers appears to be related to higher profits, Norman E. Cash, president of the Television Bureau of Advertising, told a meeting of the Lions Club of Columbus, Ohio, last week. He pointed out that a recent analysis by TvB of the top 100 advertisers revealed that those companies which placed more than 50% of their advertising budget in television had a ratio of profit to sales of 7.6%. A listing compiled by *Fortune* Magazine of 500 industrial companies showed a ratio of profits to sales of these companies was only 4.4%, Mr. Cash told the meeting.

Cott Beverages turned to tv for summer push

Tv advertising is in a great measure responsible for Cott Beverage Corp.'s sales increase this year, reports Adrian Hirschhorn, Cott advertising manager.

When the New Haven, Conn., soft drink company engaged Riedl & Freede Adv., Clifton, N. J., early this year to plan a $400,000 advertising campaign, the client was looking for a medium that could produce "reach, frequency, prestige value to both consumer and trade, and the ability to deliver an exciting presentation."

Agency and client decided on a concentrated spring-summer regional tv campaign with about 150 spots per week on nine stations in seven eastern markets, instead of a year-round newspaper schedule.

The Cott campaign station lineup included WABC-TV, WCBS-TV and WNEW-TV New York; WNHC-TV New Haven and WHNB-TV New Britain-Hartford, both Connecticut; WWLP (TV) Springfield, Mass.; WTAE-TV Pittsburgh and WFBG-TV Altoona both Pennsylvania; WKBN-TV Youngstown, Ohio, and WADO New York, lone radio station used in the drive.

Sales for May, June and July jumped 15% over the same period last year, and the percentage is expected to increase when August figures are ready.

The beverage firm gained its tv sales increase, according to Dan Whitney, Riedl & Freede vice president, despite stepped-up competitor advertising and an unusually cold spring. "And we thought we had a good deal with newspapers," added Mr. Hirschhorn.

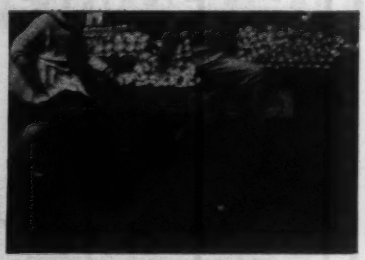
The agency, through Gerald Productions, New York, prepared a series of three one-minute announcements for the 13-week drive—one for each of Cott's products (mixers, cherry cola and true-fruit flavors).

Mr. Whitney describes the commercials as active, fast-paced, and "orchestrated"—blended with numerous cuts.

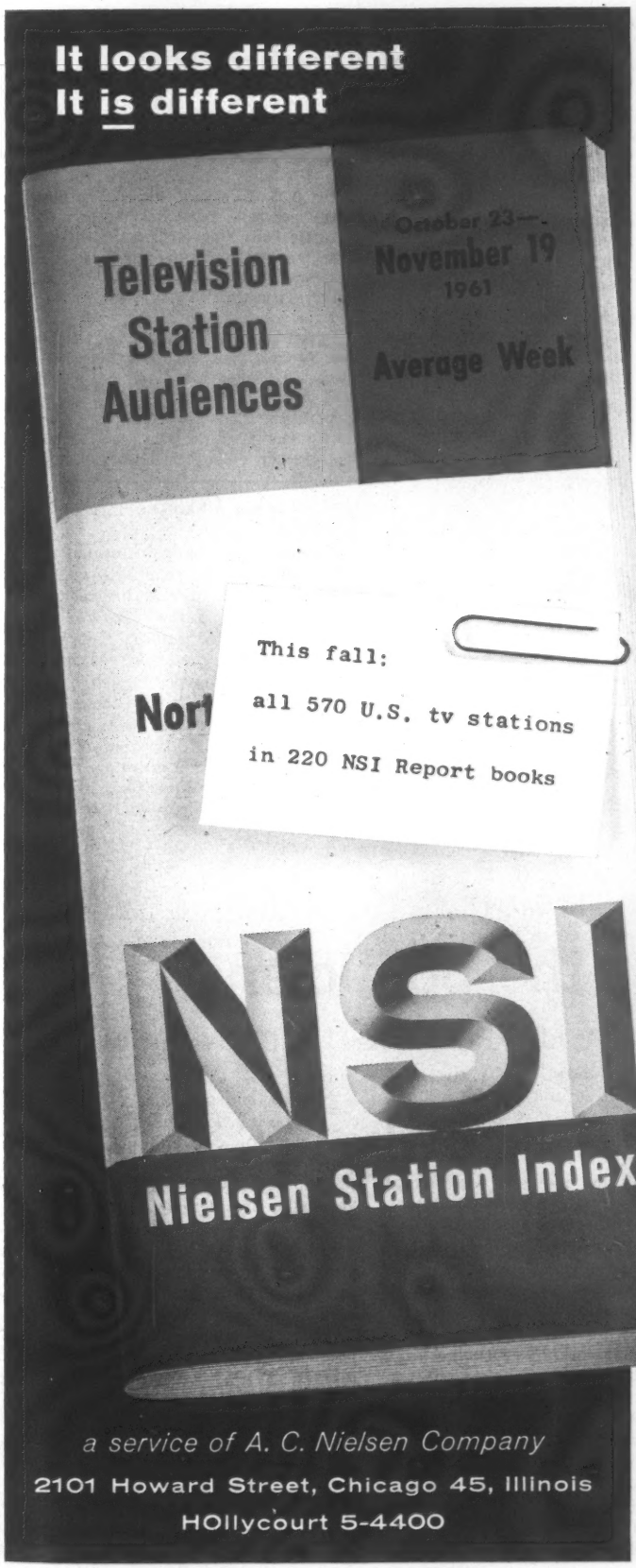
Each of the product commercials is keyed to a different age group—the mixers to adults, cherry cola to the teen set and true-fruit flavor to younger children.

To show its faith in television, Cott is placing another six weeks' worth of regional business Nov. 15 through the end of the year.

And, Mr. Hirschhorn noted, "there is a good likelihood we'll go into tv bigger in New York and Connecticut next year."



Each of the three commercials prepared for Cott Beverage Corp.'s spring-summer spot-tv drive opens with human feet in motion. Stills above show one scene from each commercial—true-fruit flavors, cherry cola and mixers (left to right). Spots were designed to appeal to varying age groups: true fruit flavors to children, cherry cola to teenagers, and mixers to adults. Cott's agency is Riedl & Freede, Clifton, N. J.



Now, more than ever...

a complete source of actionable facts* on television station audiences

* meaning facts on which you can take decisive action with confidence . . . significant facts . . . based on many measurement refinements . . . including newly defined Areas, and expanded samples.

Whether you are a time buyer or time seller, here is the tv audience information you need . . . station by station and season to season . . . as accurate as today's advanced techniques and machines can make them. Whether a single market, a group of markets, or the nation as a whole, it will pay you to use the *accepted standard* of audience measurement . . .

Nielsen Station Index

NSI is a Registered Service Mark of the A. C. Nielsen Company

FOR ALL THE FACTS

CALL . . . WIRE . . . OR WRITE

CHICAGO 1, ILLINOIS
360 N. Michigan Ave., FRanklin 2-3810
NEW YORK 22, NEW YORK
575 Lexington Ave., MUrray Hill 8-1020
MENLO PARK, CALIFORNIA
70 Willow Road, DAvenport 1-7700
HOLLYWOOD 28, CALIFORNIA
1680 N. Vine, HOllywood 6-4391

1408

be deferred until such time as the needs for formal advertising education and the ability of schools to fulfill them are more clearly defined than at present. For now, the recommendation is that "recognized authorities" in the fields of print advertising media, electronic advertising media, education (college level), graphic arts and research, "plus an advertising manager and two agency principals of major stature" be invited to form a board to formalize certification requirements and procedures.

When these requirements have been formulated and announced, "advertising practitioners—men and women—may then apply for an examination appointment and will be sent preliminary questionnaires to eliminate obviously unqualified aspirants.

Commercials in production

Listings include new commercials being made for national or large regional radio or television campaigns. Appearing in sequence are names of advertiser, product, number, length and type of commercial, production manager, agency with its account executive and production manager, and approximate cost of commercial.

Transfilm-Caravel Inc., 445 Park Ave., NYC 22

Ford Motor Co. (Mercury-Comet), three 60s, live, film. Agency: Kenyon & Eckhardt.

Consolidated Cigar Corp. (Muriel), six 60s, two 20s, live, film. Agency: Lennen & Newell.

Duffy-Mott Co. (Sunsweet Prune Juice), three 60s, one 20, animation, film. Agency: Sullivan, Stauffer Colwell & Bayles Inc.

General Motors (Buick), two 50s, six 30s, live, film. Agency: McCann-Erickson Inc.

Videotape Productions of New York, 205 W. 58th St., NYC

The U. S. Time Corp. (Timex), two 60s, live, tape. Jack Kelly, prod. mgr. Agency: Warwick & Legler; Peter Krug, prod. mgr.

Andrew Jergens Co. (Jergens Products), three 60s, live, tape. Chuck Holden, prod. mgr. Agency: Cunningham & Walsh; Don Wilson, prod. mgr.

Liggett & Myers (Chesterfield cigarettes), one 60, live, tape. Prod. mgr. Chuck Holden. Agency: J. Walter Thompson; Bob Kronenberg, prod. mgr.

Armstrong Cork Co. (ceilings, tiles and floors), four 60s, live, tape. Jack Kelly, prod. mgr. Agency: BBDO; Henry Monasch, prod. mgr.

Ad-income ratios for top 25 advertisers

Procter & Gamble, tv's biggest advertiser and the second-ranking company in total expenditures for national advertising in all media, increased its national ad expenditures by an estimated $4 million in 1960, but the proportion of its sales or revenues spent on all media fell from 8.5% in 1959 to 8.2% last year. Similar comparative ratios of national ad expenditures by the 25 biggest advertisers listed on the New York Stock Exchange are reported in the October issue of *The Exchange* magazine.

More than half of the 25 companies increased their ad outlays in 1960, but the total advertising expenditure of $1.365 billion for the 25 was 2.5%—or 1% less than in 1959—of all their sales and revenues, according to the magazine's use of *Advertising Age* figures and its own research.

The relationship of sales to ad expenditures results in some sharp contrasts. Last year American Telephone & Telegraph spent only 0.4% of its revenues for advertising, while Bristol-Myers Co. ad spending was 27.3% of sales—tops for the 25 largest listed advertisers, according to the investors' publication.

General Motors again topped the list of advertisers last year with outlays of $168.5 million, a rise of 8.7% over 1959. GM was followed by P&G, General Foods, Ford Motors and General Electric—the same order as in 1959. It was noted in the *Exchange* article that 14 of the 25 had higher ad expenditures in 1960 than in the previous year, 10 reduced outlays and one (General Mills at $35.5 million) remained unchanged. In the previous year, 23 of the same 25 companies boosted their spending.

GOVERNMENT

More free time for the politicians?

BROOKINGS' BOOK PREDICTS INCREASED PRESSURE FOR IT BY 1964

The broadcasting industry's contribution to the American electorate during the 1960 political campaign broke all records, possibly totalling as much as $20 million in terms of special news coverage and free time. But pressures for increasing this can be expected by 1964.

The estimate and prediction are contained in a book being published by the Brookings Institution a non-profit, private research organization in Washington. The book, *The Presidential Election and Transition 1960-1961*, will not be out until Oct. 30. But Brookings released a chapter on financing parties and campaigns following President Kennedy's announcement that he had formed a commission to study campaign costs (BROADCASTING, Oct. 9).

Herbert E. Alexander, a political scientist who wrote the chapter, quoted an FCC report putting the total 1960 campaign expenditures by parties and candidates at all levels at $14.2 million, a record high and a 45% increase over the $9.8 million spent in 1956 (BROADCASTING, April 17).

But all of this increase was felt at the lower levels of the political system, he said, free time permitted the presidential and vice presidential candidates held broadcast expenditures in those races to $3 million, which was close to the 1956 figure.

As a result, he added, "pressures for making similar amounts of free time available" to candidates below the top of the ticket "will likely become very great by 1964."

Broadcasting's Contribution ▪ "The total contribution by the broadcasting industry in 1960," Mr. Alexander reported, "was greater than ever before. Some estimates have put the cost to the industry as high as $15 million to $20 million."

He didn't identify his sources for the estimates, but said the figures made allowances for convention and election night coverage, newscasts, and special programs, as well as the free time provided the presidential candidates.

Despite this evidence of industry cooperation, "the sharp increases in costs for many types of political broadcasting undoubtedly accentuated the problems of campaign finance," he said.

The experience of the 1960 campaign, he added, supports the view expressed in 1959 by the then Sen. John F. Kennedy, that if all candidates are to have equal access "to this essential and decisive campaign media without becoming deeply obligated" to major campaign contributors "a solution must be found to this problem of tv costs."

Mr. Alexander supported this view. He declared that if the political system

GATEWAY TO THE HEART OF SOUTH CAROLINA:

The 257,961 people who make WIS-television's home market the state's largest metropolitan area (and a close second in the *two* Carolinas after a 38.1% increase in the 1960 Census) give Channel 10 their major time and attention, not to say devotion. This adds up to a 78.5 share of audience, says ARB (March 1960). And throughout South Carolina, WIS-television's 1526-foot tower, tallest in the South, delivers *more* of the state, *more effectively* than any other station. In short, South Carolina's major selling force is

WIS television NBC/ABC—Columbia, South Carolina

Charles A. Batson, *Managing Director*

A STATION OF **THE BROADCASTING COMPANY OF THE SOUTH**

G. Richard Shafto, *Executive Vice President*

BCS

WIS-television, Channel 10, Columbia, S.C. • WIS Radio, 560, Columbia, S.C. • WSFA-TV, Channel 12, Montgomery, Ala. / All represented by Peters, Griffin, Woodward, Inc.

BAROMETER GOING UP!

The BAROMETER of HOMES REACHED goes to a *new high* in Central Penna.

WTPA—ONE MILLION WATTS OF POWER—reaches virtually 3 TIMES AS MANY HOMES AS ITS NEAREST COMPETITOR.*

If you'd like to make your clients dollars hit a new high—at the lowest cost — call the best "Reps" in the business...

HARRINGTON, RIGHTER & PARSONS

*ARB March 1961

AND STILL RISING!!!

HARRISBURG
YORK
LEBANON

WTPA Channel 27

is to be kept healthy, parties should be assisted in financing their campaigns either through government subsidies or by widening the base of political donations by granting tax benefits to small contributors.

The total cost of the campaign on the national level was the highest ever—$25 million, a 46% jump over 1956 costs. And while figures for state and local campaigns were not available, Mr. Alexander estimated they cost another $175 million.

Comparative Costs ▪ The chapter said the Republicans spent $10.1 million on the national level, and the Democrats and organized labor, which usually supports Democratic candidates, $10.6 million in 1960. In 1952 and 1956, the Republicans had outspent the other two.

Although the Democrats spent more money—a feat they accomplished by going $3.8 million in debt—war chest shortages caused them to cut back on their use of television last year, Mr. Alexander reported. He said they reduced their schedule of prime time from seven hours to 2½ after Oct. 1, and later cancelled paid telecasts in six states on Oct. 26 and trimmed election eve television plans.

In breaking down the $3 million spent by the major parties on television and radio for their presidential and vice presidential candidates, Mr. Alexander said the Democrats spent $1.1 million and the Republicans $1.9 million. He added that while tv expenditures were almost the same as those in 1956, the amount spent on radio declined. But the broadcast appearances of the presidential and vice presidential candidates cost the networks more than they did the parties, according to Mr. Alexander. He put the total network costs involved in the free time given the candidates at between $4 and $5 million. Of this, the cost of the four hour-long face-to-face encounters between Sen. Kennedy and former Vice President Nixon was estimated to be at "probably over $2 million."

Network Costs ▪ He said NBC estimated its "network-produced tv programs" would have cost $1.7 million. CBS, including less cost factors, placed its cost at $1.4 million. ABC did not provide any overall estimate, but said the four joint appearances cost it $750,000. This figure includes administration and advertising costs, as well as revenue lost to affiliated stations. The four joint appearances were said to have cost CBS $636,700 for time and production charges, and NBC, $444,520 for time alone.

Discussing the free-time issue in terms of individual stations, Mr. Alexander said 429 television outlets averaged 6½ hours of free time for the presidential and vice presidential candidates. The average of paid time per station was almost 10 hours.

The chapter also noted, however, that the literature which, during the campaign, had attacked Sen. Kennedy on religious grounds, had its counterpart in Texas radio. It said that 24 station in that state carried paid broadcasts on the religious issue for 15 minutes a day, five days a week, for "many weeks during the campaign," at an estimated cost of $100,000.

Expert urges silencing of radio nutritionists

A nationally known nutrition expert has urged FCC Chairman Newton N. Minow to "catch some fish" in the form of "self-styled" radio nutrition commentators and the stations that carry them. Thus far, the FCC isn't even interested in going near the water.

Dr. Frederick J. Stare, professor of nutrition at Harvard U.'s School of Public Health, said "about 60 radio stations" permit commentators who have no training in the field "to spread false and misleading information" about nutrition. He asked the FCC to "take a long, hard look" before renewing the licenses of the stations involved.

He made the comments at the National Congress on Medical Quackery, in Washington, on Oct. 7. The congress was jointly sponsored by the American Medical Assn. and the Food & Drug Administration.

At the conference, it was learned that the principal "fish" Dr. Stare has in mind is nutrition commentator Carlton Fredericks, who has long been a source of concern for the AMA and FDA. The agency says Mr. Fredericks lacks the professional training needed to qualify as an expert on nutrition and that much of the information he dispenses has no scientific substantiation.

The FCC has received inquiries and complaints about Mr. Fredericks but it shows no sign of moving against him or the stations that carry him. A commission source agreed last week that much of Mr. Fredericks' material is "controversial." But he indicated the FCC doesn't want to assume responsibility for deciding which side in a controversy over nutrition is correct.

The FCC, he said, is "watching" the situation, but it has not yet received sufficient evidence of fraud or other wrongdoing.

He said one course open to the AMA is to request equal time in which to rebut those views of Mr. Fredericks with which the doctors disagree. The FCC has made this suggestion to the AMA, but the association rejected it, the source said.

Just out! Preliminary figures, on NCS '61 show in the rich mid-America states of Ohio, Kentucky, and Indiana, WCKY increased audience in 39 counties, over 1956 NCS.

talk about NCS '61

■ In this area, in 20 counties WCKY is the only Cincinnati station with listening. In 53 counties, there are only two Cincinnati stations with listening . . . WCKY and one other. ■ WCKY is the Cincinnati station with a growing audience. Obviously, your best buy to cover Cincinnati and the rich tri-state area of Ohio, Kentucky, and Indiana is WCKY. Talk about NCS '61 with your AM Radio Salesman.

wcky

50,000 WATTS • CINCINNATI

Another look at ch. 6 asked

The Broadcast Bureau has investigated charges by a losing applicant for ch. 6 in Perrine-South Miami, Fla., that the winner forged letters to the FCC. On its findings the bureau has asked the commission to reopen the case.

Last month the FCC denied a petition by Coral Tv Corp. to defer grant of ch. 6 and reopen the record on grounds that South Florida Amusement Co. had deliberately submitted "seriously misleading information" (BROADCASTING, Sept. 11). Coral, among other charges, claimed that 49 letters sent to individual commissioners, supposedly signed by Buffalo businessmen and asking the FCC to modify WBUF-TV Buffalo (now defunct) from uhf to vhf were forgeries initiated by the station's licensee, Sherwin Grossman. He is the principal owner of South Florida Amusement.

The bureau submitted the 49 letters to a document expert who said they had been written on the same typewriter Mr. Grossman used in writing then-Chairman George C. McConnaughey. Although the letters included letterheads of 13 different organizations, 13 of the signatures were said by the expert to have been written by the same person.

Affidavits by employes of WBUF-TV, which said Mr. Grossman ordered them to forge letters to the FCC asking for a vhf channel, were considered but rejected as inconclusive evidence in the original hearing for the channel. South Florida principals completely denied the forgery charges.

THING'S THE THING?

Argument's oral, but point's visual in Rapid Shave case

The Federal Trade Commission is considering whether tv watchers must be told that a mockup used in an advertisement really isn't actually the thing it represents—even though on tv it looks more like the real thing than the thing itself.

Or, in other words, must tv advertisers tell the public that things that look like what they aren't, aren't what they look like.

This is the problem being considered by the FTC, following 90 minutes of oral argument last week before the five-man agency on the charge that Colgate-Palmolive's Rapid Shave tv commercial is misleading.

The issue before the FTC is whether Colgate-Palmolive deceived the public when it used a sand-on-plexiglass mockup to represent sandpaper.

The improvisation was necessary, said Colgate-Palmolive, because real sandpaper doesn't look like real sandpaper on tv.

The FTC brought the complaint last year. In addition to naming Colgate-Palmolive, it also named the advertiser's agency, Ted Bates Co., as a respondent.

It Will, Too ▪ An FTC examiner last May recommended that the complaint be dismissed. The improvisation, he said, was not a deception in a material sense—since the shaving cream does indeed possess the wetting qualities necessary to shave sandpaper.

This course is what the FTC staff opposed. Edward F. Downs, FTC attorney, charged that the ads were a hoax. He claimed the commercials were rigged and offered a false demonstration. He urged the FTC to issue an order forbidding any such demonstration advertising.

Mathias F. Correa, attorney for Colgate-Palmolive, urged the commissioners to adopt the hearing examiner's initial decision. He said that if the demonstration conveys the correct properties of the product it is not misleading. He also emphasized that tv has production problems that require mockups and improvisations where the tv picture of the product is not a true picture.

The FTC members questioned Mr. Correa closely on some of his assumptions and his points were attacked vigorously by Paul Rand Dixon, the new FTC chairman, and Commissioner Philip D. Elman, also a New Frontier appointee.

What price politics?

An upstate New York announcer-d.j. says he will lose about $1,200 in pay because of his decision to run as the Democratic candidate for supervisor of East Greenbush (20 miles southeast of Schenectady). The reason: the FCC's ruling that when an announcer runs for public office, the time he spends on the air is considered the use of the airways and the announcer's opponent is entitled to equal time—it's the exposure to the public that counts, not what he says.

Francis (Pat) Ryan, who announces news and sports and serves as a d.j. for WGY and WRGB (TV), both Schenectady, was advised by the stations' lawyers that the stations would be required to meet the equal-time law if he continued announcing, so Mr. Ryan stopped working on Sept. 13, and will not resume until Nov. 8, the day after election.

Chicago AFTRA wants WMAQ-WNBQ hearing

For the second time, the Chicago local of the American Federation of Television & Radio Artists has petitioned the FCC to hold a hearing on the license renewal applications of NBC-owned WMAQ and WNBQ (TV) Chicago. The AFTRA local's complaint: failure to present a sufficient balance of local live programs serving the midwest city's cultural and public interests.

The union representatives explained the action is prompted by the "enlightened self-interest" of its membership, who are concerned with the cultural progress of their community as much as their own individual economic prospects. They also acknowledged that they anticipate "faster" action by the commission under its present chairmanship than previously, when 14 months elapsed before the petition was denied and the NBC licenses renewed. The original protest was filed in late 1958 after the NBC stations had cut back their live talent staffs. But NBC explained that some of these were rescheduled later and other new programs started.

Raymond A. Jones, executive secretary of the Chicago local, said the union believes that "riding the network and a steady fare of reruns and old movies, coupled with a reduction of live performers, writers, musicians and technicians to a 'bare-bones' crew is not in the public interest.

Lloyd E. Yoder, NBC vice president and general manager of WMAQ and WNBQ, termed the AFTRA petition a "1961 edition" of the earlier complaint. He said that the FCC "dismissed that petition and NBC proposes to move for a dismissal on this occasion. We are confident that the commission will recognize the stations' operations in providing a balanced schedule of programming in the public interest."

Appeals Court upholds FCC

The FCC has the right to prevent interference to an existing station—even though the station being protected plans to move to another frequency. This was established by the U. S. Appeals Court in Washington in upholding an FCC decision denying an application by WMAX Grand Rapids, Mich., for a boost from 1 kw to 5 kw (on 1480 kc) because of interference this would cause to WIOS Tawas City, Mich. The FCC refused to hold up action until a decision was rendered on WIOS' request to change its frequency. The decision was by a three-judge court composed of Circuit Judges Charles Fahy, Walter M. Bastian and Warren E. Burger.

LOOK INTO THIS 'PROFIT PICTURE'!

- More than **doubled** the ARB rated audience.
- Pulled over 5,000 local promotion letters.

...In the first week shown on WFLA-TV, Tampa, Florida!

ARB RATINGS:	
WFLA-TV	20
STATION B	12
STATION C	1

BOMBA THE JUNGLE BOY

ALL 13 FULL LENGTH BOMBA 'PROFIT PICTURES' ARE AA* FILMS

***ALLIED ARTISTS TELEVISION CORP.**

New York, New York • 165 West 46th Street • PLaza 7-8530 • Alan G. Roberts

Chicago, Illinois • 1232-1234 So. Michigan Ave. • WAbash 2-7937 • James C. Stern

Hollywood, California • 4376 Sunset Drive • NOrmandy 2-9181 • Maurie Gresham

WILSON GETS CH. 10

Supreme Court denies appeal by National in Miami case

The end of the legal road came last week for National Airlines and its ch. 10 WPST-TV Miami, Fla. The U. S. Supreme Court denied National Airlines' request for a review of a lower court ruling upholding an FCC decision to take its grant away.

The court, in its usual *pro forma* order, turned down National Airlines' petition for a *writ of certiorari.*

The end result of this action is to uphold the FCC's 1960 decision voiding the 1957 grant of ch. 10 in Miami to the airlines company and granting the same facilities to L. B. Wilson Inc.

A formal FCC order is expected to be issued this week putting into effect the 1960 decision. National Airlines presumably will be given a period of time to cease its tv operations in Miami.

L. B. Wilson Inc., which already has committed itself to over $1 million, has reported it is ready to commence broadcasting as soon as it receives a green light from the commission. L. B. Wilson Inc., licensee of 50-kw WCKY Cincinnati, was found to be the only one of the original four applicants for Miami's ch. 10 which did not engage in off-the-record contacts. In addition to National Airlines, the other applicants were WKAT Inc. (WKAT Miami) and North Dade Video Inc.

The Supreme Court ruling also turned down a request by L. B. Wilson Inc., asking damages be charged against National Airlines for the delay Wilson has suffered in not being able to begin operating due to National's court appeals.

JFK okays Geneva communications treaty

President Kennedy has signed ratification documents putting into effect the 1959 Geneva international telecommunications treaties. The President's action came after the Senate approved ratification in the closing days of the first session of the 87th Congress.

Senate Foreign Relations Committee approval—and subsequent full Senate approval—came after airlines and the federal government adjusted their dispute over the future of civilian doppler navigation aids in the 8800 mc region. The FCC three years ago took this area, among others, away from civilian use at the request of the then Office of Civil & Defense Mobilization. It proposed to permit temporary use of the 8800 mc bands for non-government use, until interference occurred to military radiolocation devices also using this region of the radio spectrum. Failing to persuade the U. S. Court of Appeals to overrule the FCC's action, the airline interests appealed to the Foreign Relations Committee on the ground that the Geneva plans permitted the use of this band for dopplers without discrimination. After review by OCDM, the FCC informed the committee that civilian doppler radars would be permitted to use 8800 mc on a par with government radiolocation services. It was after this compromise that the Senate committee approved the Geneva regulations.

The Geneva treaties provide for the first time for frequency assignments for space communications and for radio astronomy.

FCC reorganization meeting delayed

A special meeting of the FCC to consider reorganization of the agency was not held last week as planned (CLOSED CIRCUIT, Oct. 9) because of the absence of two members from Washington. No new date for the meeting had been circulated as of last Thursday and it will not be held until all seven commissioners can be present.

Commissioner Robert T. Bartley has been in Texas at the bedside of his critically-ill uncle, House Speaker Sam Rayburn. Commissioner Bartley also addressed Texas broadcasters in Dallas (see page 68) and is due back in Washington this week. Commissioner John S. Cross was in Arkansas because of the death of his mother-in-law, Mrs. Claude A. Fuller. He returned to Washington in time for regular commission meeting last Wednesday.

The seven commissioners are sharply divided on how best to implement the new authority given them by the last session of Congress. Commissioner Cross wants individual commissioners to be responsible for, and sign, agency decisions—a practice which several commissioners have opposed in past appearances before Congress. The FCC staff already has submitted a legal opinion on what the commission can do and has made broad recommendations in some areas.

FCC throws open case for Lamar am applicants

Notice to prospective broadcasters: For the next 30 days, the FCC will entertain an application for a new am in Lamar, Mo. (population, 3,608) on 1560 kc.

This, in short, is what the commission said last week in refusing to approve a joint request by William B. Neal and James R. Williams, applicants for 1560 kc in Joplin and Lamar, respectively, for dismissal of Mr. Williams' application. Mr. Neal proposed to pay Mr. Williams $194 for his out-of-pocket expenses.

Noting that Joplin already has three radio stations while Lamar has none, and that the cities are only 32 miles apart, the commission said that a "strong presumption" arises of a need for a first station in Lamar. Therefore, the FCC said, immediate approval of the agreement would do violence to a fair, efficient and equitable distribution of radio service (under Sec. 307 [b] of the Communications Act) between the two cities.

The FCC ordered the Lamar applicant to publish his intention to withdraw locally and said any applications in conflict with the Neal proposal will be accepted for 30 days after the final publication. The ruling is the first under commission rules added last summer providing for such a procedure in the case of a dropout by an applicant for a first station in one city which is mutually exclusive with an application in another city where there now exist multiple services (BROADCASTING, Aug. 7).

Crosley replies to UAW on cancelled program

Crosley Broadcasting Corp. has told the FCC that it was not discriminating against the United Automobile Workers when it dropped the union program from its WLW Cincinnati; it's just that it had a better program lined up for the time.

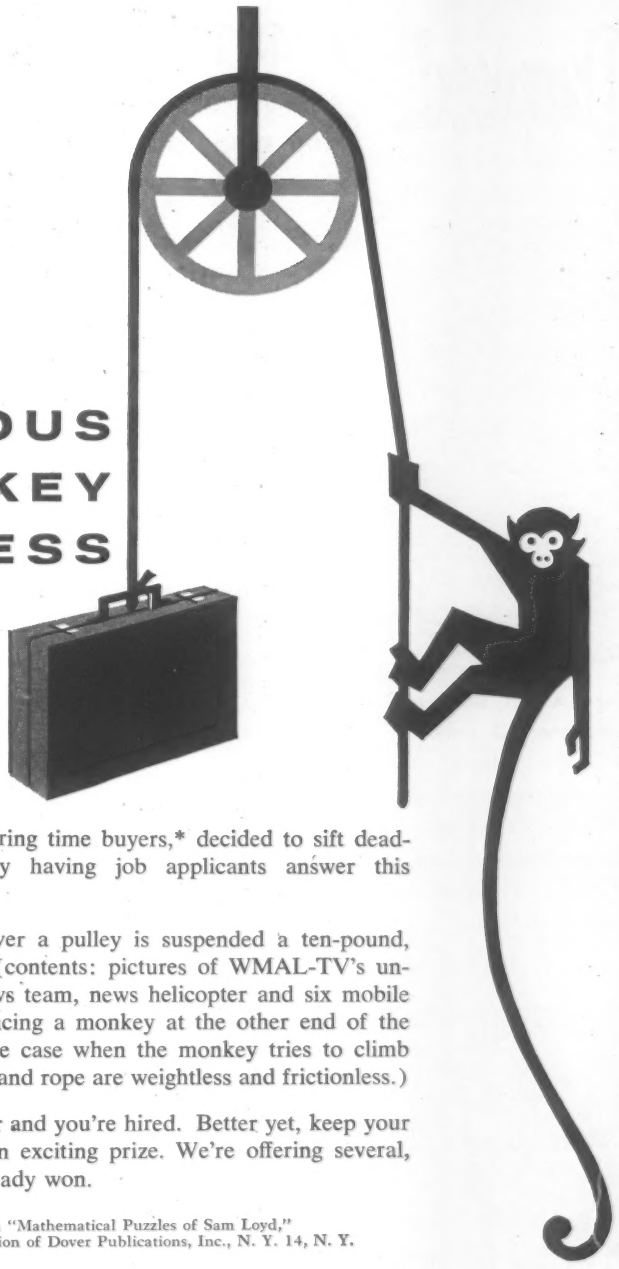
The automobile workers union complained to the FCC last month that Crosley had "abruptly" cancelled its year-old *Eye Opener* program of commentary (BROADCASTING, Sept. 25).

Crosley emphasized that the union program was not controversy, and therefore did not require equal-time offerings. The new program, *Conference Call,* comprises five minutes of NBC news, and 25 minutes of news and analysis from its four news editors in Cincinnati, Columbus, Dayton and Indianapolis.

It is moderated by Peter Grant, a 28-year veteran of WLW and Crosley. It was felt that this is a more acceptable program for the 7-7:30 p.m. time previously filed with the union's *Eye Opener* program, Crosley said.

When the union's 52-week contract ran out, Crosley noted, the union was offered anytime between 12:30 and 5:30 a.m. This is a desirable time, Crosley stated, because the present sponsor has held it for seven years. Crosley also observed that the UAW originally asked for 5:30-p.m. for its *Eye-Opener* program. It also noted that this program is run in the early hours of the day by other radio stations carrying the UAW commentary.

SERIOUS MONKEY BUSINESS



An agency, unlucky in hiring time buyers,* decided to sift deadheads from eggheads by having job applicants answer this question:

If from a rope passed over a pulley is suspended a ten-pound, basic black attache case (contents: pictures of WMAL-TV's unequaled 16-man local news team, news helicopter and six mobile news units) exactly balancing a monkey at the other end of the rope, what happens to the case when the monkey tries to climb the rope? (Assume wheel and rope are weightless and frictionless.)

Send in the correct answer and you're hired. Better yet, keep your job and we'll send you an exciting prize. We're offering several, so tell us what you've already won.

Puzzle adapted from "Mathematical Puzzles of Sam Loyd," Vol. II, reprinted by permission of Dover Publications, Inc., N. Y. 14, N. Y.

** They thought ratings referred to horses, didn't know where to place their money in Washington to win. Our advice: WMAL-TV nighttime newscasts: 6-6:30 p.m. Monday through Friday, 7-7:30 p.m. Monday through Friday, 11-11:30 p.m. Sunday through Friday, 11-11:15 p.m. Saturday.*

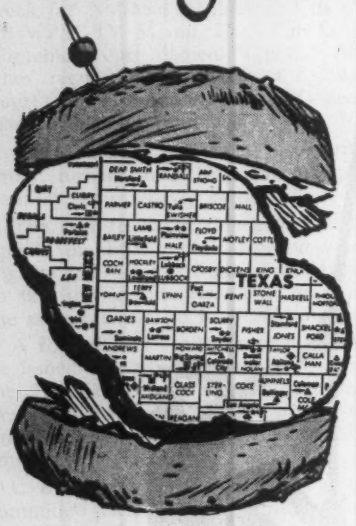
wmal-tv abc

Washington, D. C.

An Evening Star Broadcasting Company Station, represented by H-R Television, Inc.

Affiliated with **WMAL** and **WMAL-FM**, Washington, D. C.; **WSVA-TV** and **WSVA**, Harrisonburg, Va.

a la Dagwood...



RECIPE: Take 4 top stations, sandwich into one BIG market, serve with extra helping of simultaneous merchandising and promotion effort. It's economical as a one purchase, one film, one billing dish . . . served in any combination to fit any appetite.

west texas
television
network

KDUB-TV LUBBOCK, TEXAS
KEDY-TV BIG SPRING, TEXAS
KPAR-TV ABILENE • SWEETWATER
KVER-TV CLOVIS, NEW MEXICO

REPRESENTED BY ats
W. D. "Dub" Rogers, President and Gen. Mgr.

AMST PRIMES ITS GUNS

115 vhf stations represented at St. Louis meeting that plans opposition to deintermixture proposal

A council of war was held in St. Louis Thursday by a large cross-section of the nation's vhf broadcasters —the small and medium-sized market operators as well as the independently-owned "power houses."

They sought to build up their defenses for what they consider will be a long and possibly bitterly-fought crusade to save the present vhf telecasting system.

The enemy: FCC Docket No. 14229, the commission's controversial but sweeping proposal to deintermix eight television markets now—to kill their v's and make them all uhf—as a prelude to other successive but relatively prompt moves which would cause the eventual shift of all vhf stations into the uhf. Deadline for comments has been extended to Dec. 4. The complex proceeding was initiated in late July by a narrow 4-to-3 majority of the commission.

The occasion in St. Louis was a special closed meeting of the membership of the Assn. of Maximum Service Telecasters. It was attended by the owners and managers of 115 vhf stations from every section of the U. S., representative of at least 80% of the total AMST membership. The owned-and-operated tv stations of the three networks are not AMST members.

The participants were described as "very aroused" and the meeting was termed perhaps the "most vigorous" in the current annals of broadcasting.

Not Anti-Uhf ▪ It was made very clear, however, that neither AMST nor the member stations are in any sense "anti-uhf" and that they will continue to support the FCC and take every measure to encourage development of uhf—short of destroying the existing vhf service.

Although no resolutions were passed at the AMST meeting, it was reported that the FCC proposals were the subject of "thorough and vigorous discussion." AMST President Jack Harris, KPRC-TV Houston, presided at the meeting.

In a carefully-worded brief statement after the AMST board meeting Thursday evening, it was said that "forceful action by the association and its individual members was pledged." The pledge was explained unofficially to constitute a "clear" consensus of those participating rather than any formal vote.

The board announcement also said that in addition to the FCC docket, the association and its members "will support early hearings on the several bills and resolutions that were introduced in the last session of Congress." Some nine bills and resolutions were introduced in the House late in the session, all opposing the FCC's deintermixture proposals or at least calling for delay until the commission's special uhf study is completed and a report is made to Congress.

The board also announced the election of two new directors to fill vacancies on the board. These were Edgar B. Stern, WDSU-TV New Orleans, replacing Ed Wheeler, WWJ-TV Detroit, and W. W. Warren, KOMO-TV Seattle, replacing Don Davis, KMBC-TV Kansas City.

The AMST declined to reveal its defense strategy in detail, but it is known that the association has in preparation very comprehensive legal and technical pleadings which will be filed with the commission before the deadline in December. Several exhaustive legal and engineering research projects are also known to be underway.

The morning session of the AMST meeting was devoted to a detailed review of the commission proposal by Lester W. Lindow, AMST executive director, and Ernest W. Jennes, legal counsel. The entire afternoon was spent in an off-the-record question-and-answer session. It was learned that some 40 of the best-known figures in television expressed themselves frankly and forcefully in opposition to the FCC proposals.

JFK at Magnuson fete

President Kennedy will be the featured speaker at a dinner honoring Sen. Warren G. Magnuson (D-Wash.) on Nov. 16 in Seattle, Wash. The dinner, in honor of Sen. Magnuson's 25 years in the Senate, will be held in Seattle's Olympic Hotel. Co-chairmen of the affair are former President Harry Truman, House Speaker Sam Rayburn, Senate Majority Leader Mike Mansfield, Sen. Henry M. Jackson (D-Wash.), and Washington Gov. Albert D. Rosellini. Sen. Magnuson is chairman of the Senate Commerce Committee, which oversees radio and tv legislation as well as other areas of the economy. He is a minor stockholder in KIRO-AM-FM Seattle.

YOU MAY NEVER EAT 77 HAMBURGERS AT ONCE*—

BUT... WKZO Radio Will Feed You A Big Audience In Greater Western Michigan!

7-COUNTY PULSE REPORT

KALAMAZOO-BATTLE CREEK AREA — JULY, 1960
SHARE OF AUDIENCE — MONDAY-FRIDAY

	WKZO	Station "B"	Station "C"
6 A.M. - 12 NOON	29	19	9
12 NOON - 6 P.M.	28	17	8
6 P.M. - 12 MIDNIGHT	32	17	8

WKZO Radio gives you by far the biggest bite of the important radio audience in Kalamazoo-Battle Creek and Greater Western Michigan.

Pulse (see left) gives WKZO Radio an average of *73% more listeners* than Station 'B' during 360 quarter hours surveyed, 6 a.m.-Midnight, Monday through Friday.

WKZO Radio is the *recognized* leadership station in Kalamazoo-Battle Creek and Greater Western Michigan. Ask your Avery-Knodel man.

**Philip Yazdzik ate 77 hamburgers at one sitting in Chicago on April 25, 1955.*

AM - TV - FM

The Felzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC-TRAVERSE CITY
KOLN-TV — LINCOLN, NEBRASKA

WKZO

CBS RADIO FOR KALAMAZOO-BATTLE CREEK AND GREATER WESTERN MICHIGAN

Avery-Knodel, Inc., Exclusive National Representatives

A super agency for space communications?

SEN. MAGNUSON TERMS IT A 'SPACE-AGE NECCESSITY'

Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, last week said he'll support proposals to create a super governmental agency to oversee employment of the "finite" radio spectrum by both government and non-government users. Such an agency is a space-age necessity, he said.

A panel of experts competent enough to plan for the spectrum's use and make recommendations directly to the President and Congress is needed if the potential of U. S. communications satellites is to be realized, he said.

Similar proposals already have been heard on Capitol Hill. They were the subject of hearings before the House Commerce Committee two years ago, and last summer the Senate Commerce Committee's Communications Subcommittee took testimony on a resolution (S J Res 32) to create a commission to study spectrum allocations and recommend ways to improve them. These hearings will be resumed in the next session, the senator said.

The principle of an overall coordinating group was opposed by the FCC at the Senate hearing (BROADCASTING, Aug. 7). FCC Chairman Newton N. Minow agreed a study is needed but said it should be conducted by the commission, which is responsible for non-government frequencies, and an "adequate counterpart" on the government side.

Sen. Magnuson's views were contained in a paper presented at the American Rocket Society's meeting in New York. He said "within the government structure we should have a group professionally qualified for overall planning in the field of frequency allocations for both government and non-government use."

Will Ask Agencies for Plans ▪ He expressed the "hope" that the proposed group would give broad consideration to a wide range of expanded uses of the spectrum for space communications. He said all non-military government agencies should, as a guide for the planning group, prepare short- and long-term programs which satellite communications would permit them to pursue. He said he will recommend this step to Congress when it reconvenes in January.

He said these matters should be given the most urgent attention in view of the Extraordinary Administrative Radio Conference of the International Telecommunications Union, to be held in Geneva in 1963. He noted that the 108 member nations of the ITU will determine the frequency allocations to be made for satellite-communications use.

Use of the spectrum for space communications is a matter of concern also for the House Science & Astronautics Committee, which held a hearing on satellite communications last summer.

A staff report said space communications might be "seriously handicapped" unless proper allocations of radio frequencies are made soon.

Leaves it to FCC and IRAC ▪ The report assumed that this would be left to the FCC, in the non-government field, and the Interdepartment Radio Advisory Committee, which has jurisdiction over government agency frequency needs. It said these agencies are faced with the difficult task of conserving and making maximum use of the limited spectrum.

The report held out little hope for worldwide television via communications satellites for ordinary commercial purposes. It said language and time differences would appear to bar global telecasting of all "but the most extraordinary tv programs." The current practice of delayed broadcast of taped or filmed shows flown to other countries will probably be continued, according to the report.

The committee staff took no position in the controversy concerning ownership and operation of the satellite system. Questions involving private-vs.-government ownership and control should not be permitted to delay development of the system, which is a "fundamental national objective."

CCTV engages Smythe to study Illinois area

Prof. Smythe

Dallas W. Smythe, U. of Illinois communications professor, former chief economist of the FCC, and author of several books and articles critical of broadcasting in the United States, has been hired by uhf broadcasters to study the Peoria-Springfield, Ill., area. That area was deintermixed several years ago and the proposed study, according to the Committee on Competitive Tv, which hired Prof. Smythe, should show what happens when a market's single vhf channel is removed and the area becomes all-uhf.

It is the first move by uhf broadcasters in support of FCC proposals to deintermix eight major markets by removing single vhfs and substituting uhfs for them. The markets are Hartford, Conn.; Binghamton, N. Y.; Columbia, S. C.; Montgomery, Ala.; Erie, Pa.; Champaign and Rockford, Ill., and Madison, Wis. Most of the vhf stations involved in the deintermixture proposals have rallied state and federal officials in opposition to the moves.

Tv networks to classify programs—by request

All three tv networks are trying to categorize their prime-time programming to fulfill the FCC's request for their November evening schedules with classifications for each program.

The request covers shows between 7:30-11 p.m. on weekdays and 6-11 p.m. on Sundays. It is for programs to be aired during November only and will not be a continuing request for each month, a commission spokesman said last week. The economics division of the Broadcast Bureau asked for the lists. After earlier requests by the same division for programming information, the networks started sending regular publicity releases and monthly program logs to the FCC.

But the bureau's request was the first the networks have had for a description of programming.

Syracuse suit again back in lower court

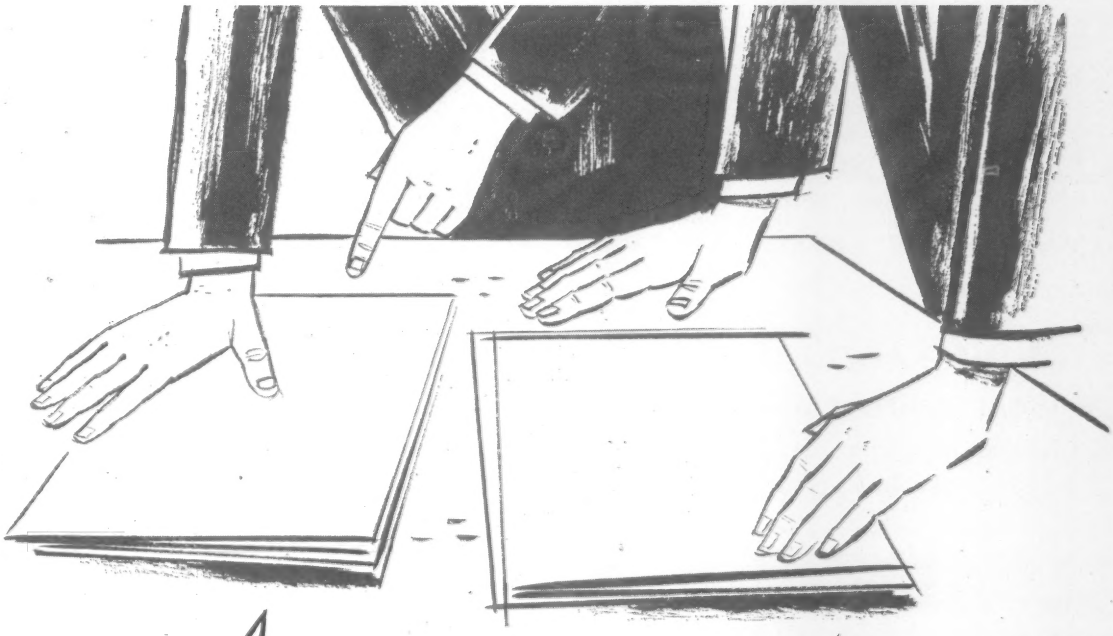
The U. S. Court of Appeals in New York has sent back to a lower court for the third time an antitrust civil suit brought by WNDR Syracuse, N. Y., against S. I. Newhouse and his Syracuse newspapers and radio-tv properties. WNDR claims that Mr. Newhouse tried to buy the station and, failing that, bought WSYR in 1948 and began a campaign to drive WNDR out of business. The suit was instituted in 1952.

Three times a federal judge has dismissed the suit as without foundation; three times the appeals court has remanded it for further action.

The Newhouse newspapers in Syracuse are the *Post-Standard* and the *Herald-Journal*. Newhouse also owns WSYR-AM-TV in that city.

Metromedia pulls application

What began as a five-way fight for ch. 12 Wilmington, Del., was narrowed to a contest between two applicants—commercial vs. educational—last week with the withdrawal of Metromedia Inc. Remaining applicants are multi-



See where Des Moines is a "preferred city" for the fifth straight month in Sales Management's business activity forecast?

Yes, sir! And our campaign is going great on KRNT-TV, a most unusual station!

The preferred stations in this "preferred city" are KRNT Radio and TV, leaders in ratings, leaders in community service . . . leaders in the billing parade. Our share of local television business in this major 3-station market has always averaged nearly 80%; our local radio business has always been way ahead in a 6-station market.

Most folks don't realize this about Des Moines — we're 36th in the FCC list of markets according to appropriation of national spot TV revenue. The same sources prove that Iowa's capital and largest city is a good radio market, too.

You *know* you're right when you buy these most unusual stations, KRNT Radio and TV, the stations people believe in and depend upon. And you know you're buying at the same low rate as everyone else when you deal with these responsible stations.

Buy "the live ones"— KRNT Radio and TV, Cowles stations ably represented by The Katz Agency.

KRNT

RADIO AND TV — Des Moines

An operation of Cowles Magazines and Broadcasting, Inc.

ple-owner Rollins Broadcasting Co. and WHYY Inc. (educational WHYY-FM-TV Philadelphia.)

Earlier during the FCC comparative proceedings, National Television Assoc. (WNTA-TV New York) and Wilmington Tv Co. withdrew their applications. Metromedia, which owns four vhf and two uhf stations, announced its intention to withdraw last Wednesday (Oct. 11) when the hearing resumed before Examiner Walther Guenther.

Last week's testimony highlighted programming and promotion contests of WAMS Wilmington, a Rollins station.

Deadline set for comparative tv hearings

FCC MOVES TO BRING ORDER TO VHF APPLICATIONS

To bring some order out of the chaos of applicants scrambling to get newly assigned vhf channels in Rochester and Syracuse, N. Y., and Grand Rapids, Mich., the FCC last week informed the channel seekers that orders of designation of hearing will not be issued before Nov. 1. The FCC warned that applications should be on file "in substantially complete form" prior to the day on which the commission sets applications for hearing if they want comparative consideration.

The FCC announcement was brought on by petitions from parties who intend to file for the available channels and have not yet submitted their bids. They asked the FCC to defer its cut-off date until after Oct. 30 and not to grant special temporary authorizations to any of the many parties requesting them until all applicants have had an opportunity to reach agreement on the nature of interim operations.

Among those filing or indicating they would file last week were Citizen's Tv Corp. (for ch. 13 Rochester) and Six Nations Tv Corp. (for ch. 9 Syracuse) who said they had many stockholders, most of whom were active in civic activities in their respective communities; Star Tv Inc., (Rochester) principal holders of which are Maurice R. Forman (20%), Robert S. Kieve (15%), Isaac Gordon and Fred Forman (each 14%). Maurice Forman is a majority stockholder of WGVA Geneva, WTLB Utica and WBBF Rochester, all New York. Mr. Kieve is general manager of WBBF. Mr. Gordon has real estate, transportation and hotel interests. Fred Forman is an attorney.

Genesee Valley Tv Inc. has applied for the Rochester channel. The company has some dozen stockholders. Most are business and professional men and none has other broadcast interests.

The Rochester Area Educational Tv Assn. has applied for ch. 13, even though that group has petitioned the court of appeals to overturn the FCC decision refusing to reserve the facility for exclusive etv use. The etv group asked permission to operate the channel pending FCC disposition.

Multiple owner Ivy Broadcasting Inc. applied for ch. 9 Syracuse, requesting interim operation. Ivy now operates WOIF Syracuse, WEIV (FM) Ithaca, WBIV (FM) Wethersfield, WMIV (FM) Bristol Center, WOIV (FM) DeRuyter, WJIV (FM) Cherry Valley, all New York.

Renewal hearing for KPOR

KPOR Quincy, Wash., must go through a hearing on its license renewal application, the FCC has ordered.. Among issues listed by the commission were an alleged unauthorized transfer of control, "misrepresentations and omissions of material facts and repeated and willful violations of rules."

According to the renewal application, KPOR is owned by Donald R. Nelson, L. D. Adcox, Gene R. Johnsick and Richard C. Singleton. The date and location of the KPOR hearing will be announced later, the commission said.

WMCT/MEMPHIS features more local interest programs than all other Memphis TV stations combined!

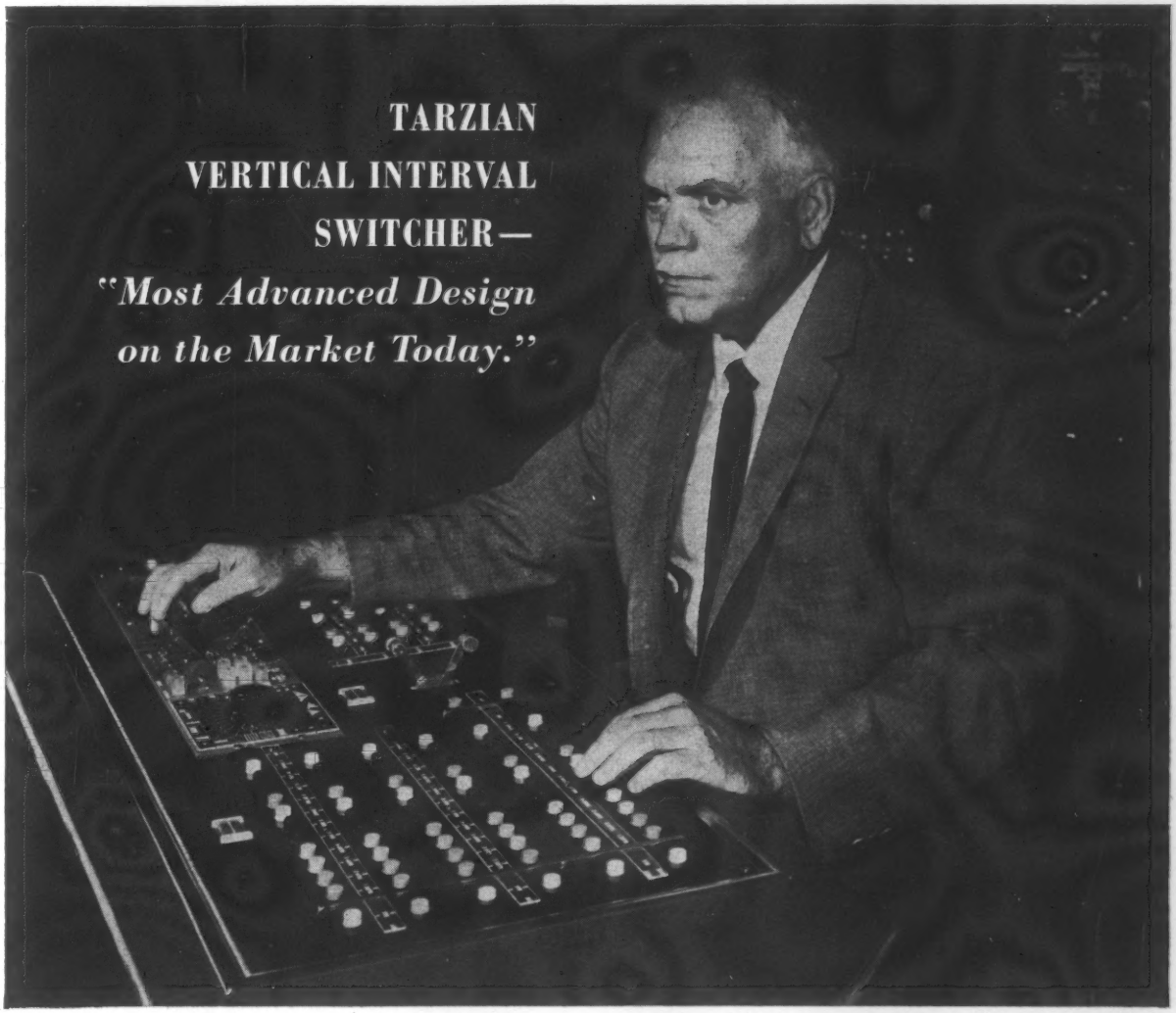
In fact, locally-produced programs that serve the community's needs and interests have been a major effort of WMCT for over twelve years. Here are a few.

1. **Mid-South Today** . . . the area's only daily television farm information program.
2. **Your Esso Reporter** . . . Memphis' top rated television newscast for over nine years.
3. **Looney Zoo** . . . the most popular children's show in the Memphis market.
4. **News Specials** . . . the largest TV news staff in the Mid-South prepares special programs on local events.
5. **News Picture** . . . News Director Norm Brewer's popular evening regional and local news.
6. **Weather** . . . three daily weather programs. Complete in every detail.
7. **Sports** . . . golf, bowling, and other leading sports action is covered by WMCT's mobile unit.
8. **Pride of the Southland** . . . amateur talent show seen every Saturday morning.
9. **TV Chapel (Religion)** . . . live religious program featuring a different church each week.
10. **Remotes** . . . on-the-scene live coverage of important Mid-South events.

If it's of interest to the Mid-South, it's of interest to WMCT

WMCT 5 MEMPHIS

FULL POWER • NATIONAL REPRESENTATIVE: BLAIR-TV



MORRIS BARTON, Director of Engineering, KSLA-TV, Shreveport adds, "We desperately needed certain special effects equipment in order to renew an important client. The new Sarkes Tarzian solid state switcher provided this equipment—and it was available immediately. I'm still amazed at the flexibility and ease and speed of adjustment."

And so it goes, as the new Tarzian switcher continues to win praise and acceptance from engineers throughout the industry. Fully solid state, amazing flexibility, half the size of others—we think you'll agree it's "the most advanced design on the market today." The Tarzian switcher is available now . . . no waiting. And, we will engineer your switching system requirements at no cost or obligation to you.

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VISIT TO MACK SOCIAL, FOLEY SAYS

Engineer denies influence in Jacksonville decision

Further explorations were conducted last week by an FCC hearing examiner to determine whether applicants for ch. 12 Jacksonville, Fla., or others acting on behalf of the applicants, attempted to influence FCC commissioners in off-the-record approaches (BROADCASTING, Sept. 11). Witnesses told of various meetings with former Commissioner Richard A. Mack, but in general denied trying to influence his vote.

The original applicants were Florida-Georgia Tv Co., Jacksonville Broadcasting Corp., and the City of Jacksonville. Florida-Georgia (WFGA-TV) received the grant in a 4-2 vote Aug. 29, 1956, and is operating the channel. The city has withdrawn its application. *Ex-parte* presentations on behalf of all three parties were alleged in 1958 before the House Legislative Oversight Subcommittee.

Lester W. Foley, head of a Jacksonville engineering firm, testified he visited Commissioner Mack but discussed only social matters and FCC non-broadcast actions, not the Jacksonville channel.

FCC attorney Hilburt Slosberg introduced a sworn statement Mr. Foley made to FCC investigators in May 1960, in which he said he was never employed by or had financial interest in any of the applicants. Mr. Foley said he wanted the statement amended to make clear he conducted soil investigations and designed the antenna base for Florida-Georgia. Mr. Foley said testimony before the Oversight Subcommittee that he tried to influence Mr. Mack to favor Florida-Georgia was not true.

Other Parties ▪ W. Haydon Burns, Jacksonville's mayor, told Hearing Examiner James D. Cunningham that no city commissioner was empowered to employ anyone to make representations on behalf of the city's tv application. Earlier, in September, the hearing examined an FCC attorney's charge that Jacksonville utility commissioner J. Dillon Kennedy hired a Tampa lawyer for $5,000 to talk with Mr. Mack.

A Sanford, Fla., businessman, Randall Chase, admitted writing Commissioner Mack, "After you have carefully considered the matter I hope that you will find it in order to favorably act on the application of the Florida-Georgia Television Co., of Jacksonville."

Harold Cohn, a minority stockholder of Florida-Georgia, said he was not kept apprised of developments while the case was pending but was told by other stockholders how the FCC would vote before the decision was made public.

James R. Stockton, president of Jacksonville Broadcasting, testified that he, too, heard of the FCC decision before the public was informed. He said he was told by Sen. George Smathers (D-Fla.).

The hearing is expected to continue this week.

The latest sports results

Tom Carr, WBAL Baltimore, won the low gross golf prize at last week's Federal Communications Bar Assn. outing at Woodmont Country Club, Washington, with a three over par 75. The BROADCASTING MAGAZINE trophy for low net was won by Stan Harris, Hogan & Hartson, with a 72.

Other winners in the annual outing of communications barristers and their guests: Hole in one, Mark Evans, Metromedia; putting, Bill Dempsey, Dempsey & Koplovitz; longest drive, Bill Coburn, Washington attorney; highest gross, Lou North, FCC.

The annual softball game was won by the FCC, beating an FCBA team by a score of 7-2.

Doubles tennis tournament was won by a team comprising Art Schroeder, Miller & Schroeder, and Ed DeGray, New York consultant.

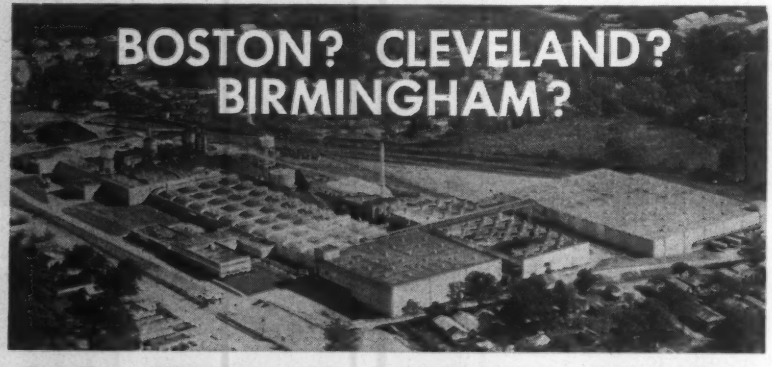

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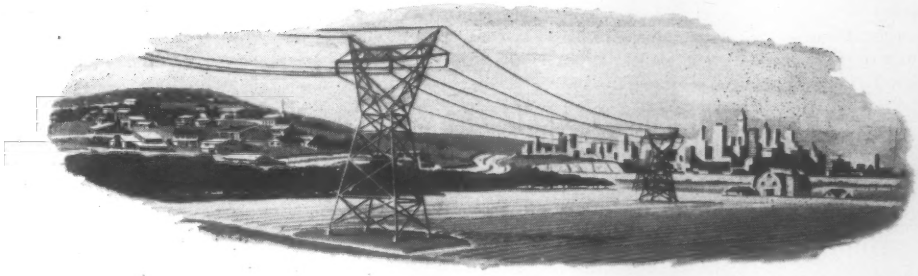
Photo: The southern plant of Armstrong Tire and Rubber Company, Mississippi; also the first rubber plant to be located in Mississippi under Governor White's plan to balance Agriculture with industry.

FCC defends decision on pay-tv experiment

The FCC was entirely within its statutory rights in authorizing RKO Phonevision to conduct a pay-tv experiment in Hartford, the agency's general counsel's office contended last week. The brief was filed in the U.S. Court of Appeals in response to a suit brought by the Connecticut Committee Against Pay Television, seeking to block the RKO trial run.

The Communications Act permits the FCC to deal with technicological developments and to encourage or foster their expansion if the FCC finds them in the public interest, the brief stated. It said RKO had met the conditions set forth by the commission in the First and Third Reports (on pay tv) in that:

▪ RKO is not selling decoders. Although the Connecticut group holds that a rental charge of 75¢ weekly with



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the $7.50 installation fee would come to manufacturer's cost for the decoders —$125. But the subscriber can discontinue service on a month's notice and besides, the manufacturer's cost would not necessarily be the retail price if decoders were sold.

▪ The licensee's exercise of its responsibility will not be impaired under the RKO proposal.

▪ RKO has supplied sufficient information on its proposed programming. The brief pointed out that the FCC cannot expect an applicant for an experimental venture to be as precise as a regular tv licensee. The FCC must consider future possibilities in such a new industry, it said.

Eisenhower is against presidential tv debates

Former President Dwight D. Eisenhower is opposed to presidential television debates. He made his position clear on *CBS Reports* telecast of "Eisenhower on the Presidency" last Thursday (Oct. 12) when he asserted:

"Well, answering this in the general rather than any specific sense, I can't think of anything that's worse. Any man who is an incumbent has to stick to the facts. He is a responsible man—debating with someone, who if he chooses, can be irresponsible. . . . No, if I were giving one political piece of advice to my associates in government, my past associates, I would say, 'when you're in, never debate with an outer.' "

CBS News correspondent Walter Cronkite, who served as reporter on the one-hour program (10-11 p.m.) asked: "Suppose Mr. Kennedy takes that advice?" Mr. Eisenhower replied: "He probably will."

Bureau asks revocation of WITT's license

Wireline Radio Inc., licensee of WITT Lewisburg, Pa., does not possess the experience or capability to be a broadcast licensee, the FCC's Broadcast Bureau said last week. The bureau recommended that the station's license not be renewed in proposed findings to Hearing Examiner Asher Ende.

WITT countered that the record demonstrates "mitigating factors that negate any willful, deliberate or callous action" and asked that its license be renewed for the full three-year period.

A hearing on Wireline's renewal application was held last summer on technical violations and to determine if control of the station had been transfered with authorization (BROADCASTING, Aug. 7). WITT, which went on the air in 1957, is owned by local citizens without prior broadcast experience.

The bureau charged that since 1958, the directors of Wireline" have devoted most, if not all, of their energies toward finding someone who would purchase their unprofitable venture."

Specifically, the commission counsel said that two unauthorized transfers of WITT had occurred: (1) to Robert L. Wilson, owner of WKVA Lewistown, Pa., in 1959-60, and (2) in June 1961 to the present time to employes Joseph Pelletier and Richard Fenstermacher. The technical violations, the bureau found, were brought on by an insolvent financial position, rather than willful intent, but are of such magnitude to prohibit renewal.

WITT countered that the proposed sale and management arrangement with Mr. Wilson was "openly and freely set forth" to the commission and that the licensee retained a "very substantial voice" in the station's operation under Wilson management. Mr. Wilson had contracted to purchase WITT in December 1959 with an agreement to manage and put money into the station pending FCC approval.

THE MEDIA

NAB's hopeful view of Washington

ROADSHOW TOLD MINOW NOT ANTAGONISTIC TO BROADCASTING

The regulatory conflicts of broadcasters and the FCC were road-showed last week as NAB held the first two of its eight fall conferences in Dallas and St. Louis. Several hundred station delegates were given first-hand accounts of the industry's troubles as NAB took a hopeful view of what's been happening lately in Washington.

President LeRoy Collins made his first major industry appearance since the May convention of NAB. He delivered a formal speech at each meeting and took part in question-answer sessions.

At the opener in Dallas Oct. 9 Gov. Collins flatly stated that FCC Chairman Newton Minow is not antagonistic to the broadcasting industry but is the victim of trade press emphasis of the critical parts of his speeches. The chairman wants to see better programming, Gov. Collins said, but has "overstated his case."

The NAB conference series resumes Oct. 18 at Salt Lake City and the first half of the eight-meeting series will wind up Oct. 20 at San Francisco.

Several broadcasters at the Dallas meeting were critical of Gov. Collins' administration, including his stands on censorship and Chairman Minow's policies, but the association's head said he welcomed criticism and had "a thick skin."

The Trade Press ▪ The topic receiving most attention in Gov. Collins remarks at the question-answer session in Dallas was the purported "screaming" by the trade press about the FCC along with what he described a dozen times as misleading reports of speeches. Time after time he denounced business journalism for the way it dealt with regulatory problems and comments. He minimized the importance of Chairman Minow's speeches, saying he was more concerned about his actions than his words.

The fast-moving agendas, based on a single day of conference programming, included morning reviews of the activities of NAB departments in the fields of lobbying, public relations, station services, codes, accounting, engineering and station personnel problems.

Final action at Dallas was adoption of a resolution commending Gov. Collins and his administration. It was introduced by W. D. Rogers, KDUB-AM-TV Lubbock, Tex., an NAB tv director and member of the original committee that selected him for the NAB's top post.

Fate ▪ "We should be thankful we could attract a man like LeRoy Collins," Mr. Rogers said. "Believe me it was fate. It was fate that gave us Judge Justin Miller as leader when freedom of speech was at stake. It was fate that gave us Harold Fellows at a time when radio and television were pulling in opposite directions and he brought us together. And now fate has given us LeRoy Collins at a time government intervention is knocking on our door. In the past we have complained about NAB's relations with the FCC and Congress."

George Hatch, KALL Salt Lake City, president of the NAB Radio Board, put the resolution to a vote as presiding officer. It was passed unanimously.

Gov. Collins and Vincent T. Wasilewski, executive vice president, reviewed the association's activities on the New Frontier. The president said he

had been praised and criticized by the trade press. "I do not think I have allowed myself to be too much impressed with either the praise or the criticism," he said.

He recalled his speech to the joint NAB board in Palm Springs, Calif., last winter when he spoke about "the major needs of broadcasting." The highly critical talk brought "a heartwarming avalanche of favorable replies," he said, urging him not to let anyone dissuade him from his course.

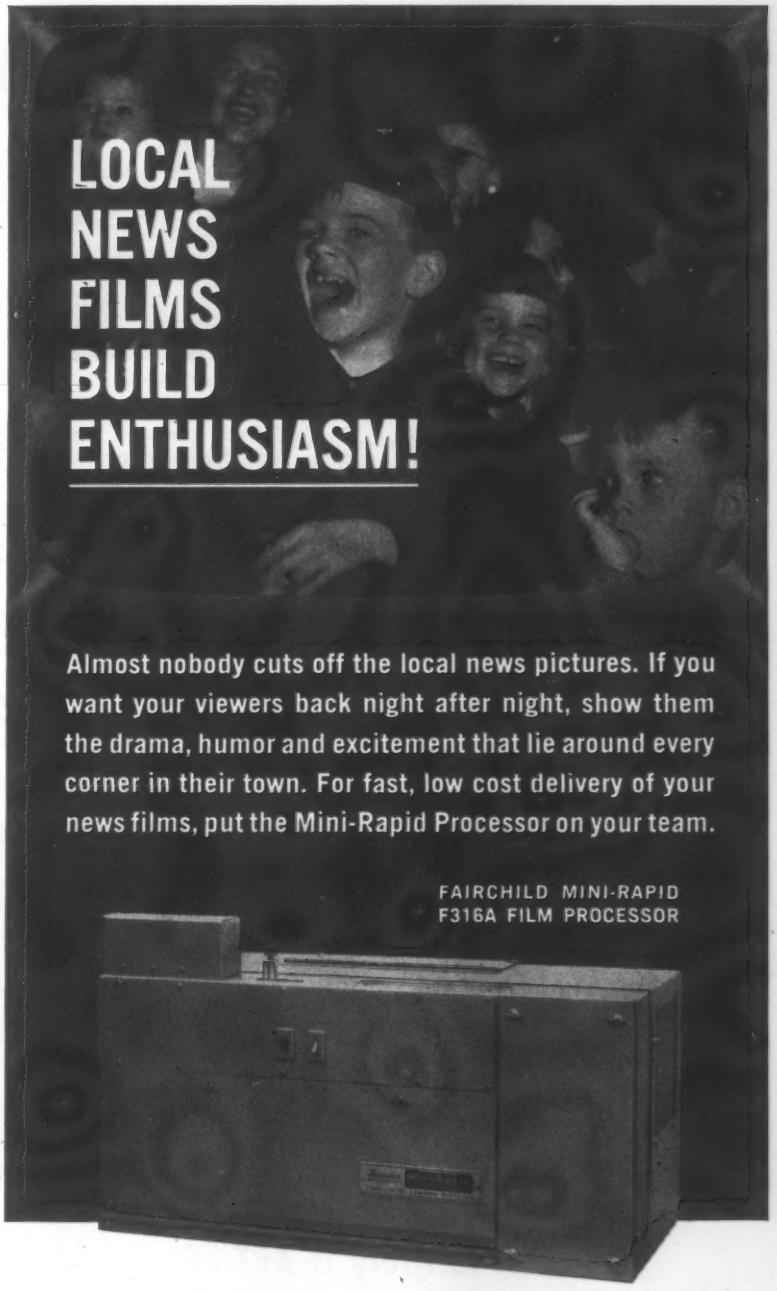
Both Mr. Hatch and Mr. Wasilewski said they felt the Oct. 6 FCC-NAB logging conference would bring important relief from the oppressive requirements imposed in proposed new FCC rules.

In his luncheon speeches Gov. Collins said NAB's improved relations with the government could not have been achieved if the association "had created an atmosphere of furor and distrust by screaming invectives, as some of the observers of the broadcasting scene and some broadcasters would have us do. Government relation problems do not go away if you scream at them. Screams may sound good and look good in print, but often this is a good way to magnify your problem rather than minimize it." He cited the FCC-NAB logging conference Oct. 6 as an example of effective government relations, calling it the first such meeting in history.

Flames Fanned ▪ As to basic freedoms, he said many broadcasters feel the rights inherent in the First Amendment are now in jeopardy under policies of the FCC and Chairman Minow. "Some trade press editors most vigorously have fanned the flame of this fear to a high pitch. Now, understand, I do not treat this matter lightly. But at the same time I simply do not believe the facts justify the extremism that has been expressed and I would not be honest with you if I didn't say just that.

"I do not believe that the FCC intends to try to coerce broadcasters at any time to put on the air specific programs or specific categories of programs because it may approve or desire such." He added that if that ever happens, he will use every resource to combat it.

Gov. Collins said Chairman Minow overstated his case at the NAB May convention in calling tv programming a vast wasteland. He said he spurned suggestions he declare war on the chairman because there was justification for much of the criticism and he didn't want it to appear that broadcasters were arraying themselves against the public interest. Chairman Minow has become "the white knight" or people's champion for better tv, he said. As to radio, he said the medium is plagued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The cast for NAB's fall conferences

A nine-man NAB headquarters team is making the annual fall conference circuit, appearing last week in Dallas and St. Louis. L to r, around table: William L. Walker, assistant treasurer and convention manager; John M. Couric, public relations manager; Charles M. Stone, radio code director; Vincent T. Wasilewski, executive vice president; President LeRoy Collins; James H. Hulbert, personnel relations-economics manager; William Carlisle, station services vice president; Edward H. Bronson, tv code director; John L. Perry (foreground), assistant to president, Collins.

with many problems largely due to over-licensing.

Not Minow Advocate ▪ Gov. Collins made many uncomplimentary remarks about the trade press in the afternoon floor discussion. To the suggestion that his own speeches were damaging to the industry, he said, "I am not an advocate for Chairman Minow. He said very fine things about broadcasting in all his speeches, but the press only reported the conflicts. The trade press only reported that part calling on networks to program more children's programs. He made suggestions but made it clear they were not dictation.

"We must consider ourselves big and strong, with basic responsibilities. We shouldn't allow ourselves to get excited over these speeches.

"Under the impetus of the trade press we put too much emphasis on remarks made in speeches. The whole concept of the FCC needs more study.

"You should understand Chairman Minow also wears a legislative hat. The FCC exercises more legislative power than judicial and also wears an executive hat. Under the law the political party in power is required to have control. I am more concerned about what they do than what they say. . . .

"There is nothing vicious in Mr. Minow's mind. He simply wants to help broadcasting. I disagree the way to get better programming is more station licenses. I disagree on the subject of pay tv. But he wants better programs for the people."

Then he made an impassioned plea for better programs. "We have the intelligence and ability—let's do it."

Raised Eyebrow Technique ▪ When Vann M. Kennedy KZTV (TV) Corpus Christi, Tex., said censorship by guidelines and raised eyebrow could be more dangerous than prior restraint, Mr. Wasilewski said NAB had taken this very position in formal filings with the commission. He added there is no constitutional objection to commission inquiry into a station's program plans and no court test was possible unless a station would put its license on the line.

Gov. Collins cited the case in which the FCC found an applicant did nothing to find the public's needs, using a borrowed program form. "You call that censorship; I don't think so," he replied to Mr. Kennedy. "If granted, it would be an insult to the profession of broadcasting." He continued with this query, "what has the FCC done that you regard as censorship?"

Mr. Kennedy replied, "The FCC can suck out the substance of a station and leave the shell. There's danger Mr. Minow will enter the field of taste control. That's worse than censorship."

Gov. Collins mentioned the case of a Dallas station's rejection of a network racial program because of a local situation. "This is a sound exercise of judgment," he said.

"I have a tough skin," Gov. Collins said. "And I do not feel freedom is in

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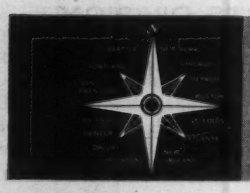

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jeopardy as stated in some trade magazines."

Home-Town Hearings ▪ Marshall H. Pengra, KLTV (TV) Tyler, Tex., said the FCC's new policy of holding hearings in a station's own town exposes the station to community embarrassment as citizens wonder why the U. S. government has taken this punitive action. He said such an FCC step has coercive aspects and it invites cranks and competitive interests.

"You interpret it differently than I do," Gov. Collins said. "I do not think there is coercion in holding a hearing in the local market. No broadcaster should be concerned about a hearing in his own market."

Later, Gov. Collins clarified his position by saying there should be "a big, basic reason if a local hearing is to be held. If a license is challenged, it would be better to have the hearing in the community than elsewhere. It would be difficult and unwise to oppose a local hearing as a matter of principle."

Clyde Rembert, KRLD-AM-TV Dallas, observed there has been talk of an industry-operated rating service. Gov. Collins said he has long been concerned about the use made of rating data as well as the authenticity of ratings and their samples. He recalled a congressional committee report that questioned application of rating reports to single markets though not seriously questioning their credence for the nation as a whole.

"NAB should evaluate rating services but I don't want to see NAB in the rating service," said Gov. Collins, who has instigated a study of a proposed industry research center at a college campus.

Fine Service ▪ Mr. Rembert pointed out that networks give credence to ratings in setting their local market rates. "I think it would be one of the finest services NAB could perform," he continued, explaining an industry-operated service would be impartial. "Ratings are the lifeblood of this business," Mr. Rembert added, "but broadcasters are dependent on services in other hands, not the industry itself." He contended there is as much reason for the industry to provide a rating service as to start Broadcast Music Inc., Radio Advertising Bureau and Television Bureau of Advertising.

A paperwork control system for broadcast stations developed at WMAL-AM-TV Washington, was explained in detail by James H. Hulbert, economics and personnel manager. The system is based on use of copying machines, plastic sheets and other easily available devices involving installation costs of $500 to $2,500 (BROADCASTING, Oct. 9). Fred Houwink, WMAL general manager, and Richard Stakes, con-

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JFK has tv in White House bedroom

NAB President LeRoy Collins does not believe President John F. Kennedy and FCC Chairman Newton N. Minow regard themselves as unfriendly to broadcasting. Asked about his luncheon at the White House Oct. 5 (BROADCASTING, Oct. 9), Gov. Collins told the Dallas NAB meeting that President Kennedy took him and the three tv network board chairmen on a tour of the White House. "There by his four-poster bed was a television set," he said. "That's an endorsement of broadcasting." At the luncheon were Robert W. Sarnoff, NBC; William S. Paley, CBS, and Leonard Goldensen, ABC, along with Edward R. Murrow, U. S. Information Agency.

Gov. Collins paid his respects Sunday to Sam Rayburn, Speaker of the House, now confined to Baylor Hospital, Dallas.

Before leaving Dallas for the NAB St. Louis meeting Gov. Collins went fishing in Lake Texoma, on the Oklahoma border. He was guest of Boyd Kelley, KRRV Sherman, Tex., NAB board member, and came up with a couple of bass. Howard E. Bell, NAB vice president, was with the Kelley party.

troller, developed the system for radio and tv sales, billing and traffic procedures. WMAL is demonstrating the operation at each fall conference.

Mr. Hulbert said the system "is fairly simple to install and operate, is not expensive and is quite complete.' Mr. Stakes and W. Richard Lyman of Ozalid division, General Aniline & Film Corp., showed how the system operates.

Wage-Hour Inspectors ▪ A functional talk, "What to Do When the Wage-Hour Inspector Walks In," was given by Mr. Hulbert. He said this happens to about 150 stations a year "on a surprise basis." All stations are covered by the wage-hour law. Inspections are made on a random basis and sometimes as a result of complaints by past or present employes.

The inspector can examine and subpoena records, he said, and interview employes on a confidential basis. Reports are made to regional wage-hour offices. Mr. Hulbert said "it is a rare station in which an inspector cannot find a violation." The regional offices notify stations of any apparent violations or back pay due employes. Mr. Hulbert urged managers to cooperate with inspectors and not to question employes with whom they have talked.

Edward H. Bronson, director of television code affairs, cautioned stations to edit with special care all movie films produced since 1948. Charles M. Stone, director of radio code affairs, said the radio code is designed to bring the greatest good to the greatest number of radio stations. He said there are 1,400 radio code subscribers, 53% of member stations and 31% of all non-members.

In previewing the public relations projects now getting under way or in the planning stage, John M. Couric, public relations manager, told broadcasters, "What radio and television can and must do is a better job of informing the people of the services they render and the fact that these services can develop only in a climate of freedom."

Slick and Sick ▪ He reviewed the media attacks directed against the industry. Consumer magazines, he said, "aren't going to give you a fair shake." He added,, "The magazine business is slick and sick, very sick. The attacks on broadcasting, particularly tv, are the result of a carefully conceived plot the magazine industry hopes will make it well."

Bróadcasting "does better" in newspapers, he said, adding, "Let's face it. News is the measure of conflict in our society, the chronicle of the unusual and the bizarre. Therefore the everyday positive benefits of radio and television will never be highlighted in the same way as the stories of broadcasting's difficulties and its occasional failures and foibles."

This poses the task of reaching the people themselves through person-to-person contacts and the hundreds of thousands of organizations to which they belong. National organizations will reach local officials and members, who also can serve as character witnesses when radio and television are under attack in Washington, he said.

NAB proposes to set up a public-service clinic in Washington to build goodwill for broadcasters with national public service groups, using discussions, instructional material and other procedures such as the new bulletin, *If You Want Air Time*, distributed to over 400 national organizations.

Mr. Couric said his department is compiling national and regional lists of broadcasters available to speak at meetings; plans study guides for public service groups interested in broadcasting; supplies speech material and fact sheets, and is working on a broadcast public relations manual which may be published commercially.

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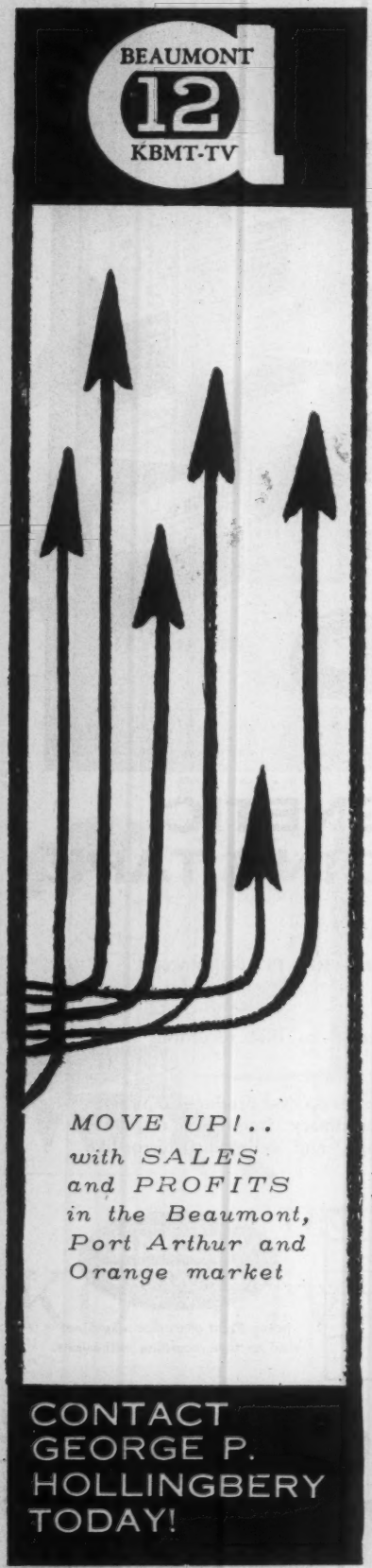


ment is progressing with more than 1,400 stations taking part in on-the-air promotion, he said, adding that National Radio Month promotional material was widely used.

NAB Tv Series ▪ But the most dramatic device is the proposed *Meet the Man* radio and tv series. The pilot tv film ran 28 minutes, with Gov. Collins introducing the interviewees, Secretary of Commerce Luther Hodges and Sen. Everett Dirksen (R-Ill.). He opened with brief comments on the place of broadcasting in the American scene and then moved into questions (CLOSED CIRCUIT, Oct. 9).

The radio version was edited into two 10-minute programs. If reception is favorable at the fall conferences, Mr. Couric said, six programs a year will be produced and distributed to tv stations via network closed circuit and 16 mm films. Radio programs will be made available for $2 per two 10-minute shows. Space is left in both radio and tv versions for local promotion or introductions by station managers.

William Carlisle, NAB station services vice president, outlined the service projects conducted by the association for its members. Among new projects are an announcer's training manual, radio-tv career booklets, labor relations manual and accounting bulletins. A survey of editorializing is planned, he said.

Texas Hurricane Carla service lauded

LEADERS CREDIT RADIO-TV WITH LEADING ROLE

Texas broadcasters were credited with saving thousands of lives during Hurricane Carla in September as leading civic and political figures took part in the Texas Assn. of Broadcasters convention held Oct. 10-11 in Dallas.

W. W. Overton, chairman of the board of Texas Bank & Trust Co. and vice chairman of the Red Cross national fund campaign, presented a Red Cross plaque to TAB in recognition of this service. Another plaque was presented by Brigadier Gordon of the Salvation Army.

Gov. Price Daniel sent TAB a letter stating radio-tv warnings were a vital factor in the evacuation and saved many lives. He also praised on-the-scene reporters who risked their lives to cover the disaster. The tributes were received by retiring TAB president, Jim Hairgrove, KBRZ Freeport.

Only the Beginning ▪ FCC Commissioner Robert T. Bartley, speaker at the Oct. 11 luncheon, termed the Oct. 6 NAB-FCC conference on program logging forms "the beginning of a very happy relationship." He recalled suggesting to the Georgia Assn. of Broadcasters last summer that stations conduct tests of the proposed new log requirements, an idea that led to the Sept. 15 South East Radio-Television Seminar in Atlanta (BROADCASTING, Sept. 18).

The Pitluk Advertising Agency trophy for outstanding public service was presented to KWED Sequin. David Mylam, of Edward Petry & Co., made the presentation on behalf of Jack Pitluk to Stan McKenzie, operator of the station.

Harold G. Cowgill, former FCC broadcast bureau chief, pointed to the commission's "strengthened hand" under 1960 amendments to the Communications Act. He referred to outlawing of deceptive quiz shows, payola rules, clarified language permitting licenses of less than three years, power to levy fines for rules infractions and requirement for approval of mergers and payoffs in the case of conflicting applications. He also mentioned the intensified inspection of station operations.

Witch Hunt ▪ Mr. Cowgill called the House legislative oversight hearings of several years ago a "witch hunt," a term that brought a quick reply from Rep. Walter Rogers (D-Tex.), a member of that committee. Rep. Rogers said the investigators "had tried to keep crooks from fouling up one of the nation's finest industries" and had "showed the public the dangers inherent in misuse of the airways."

Rep. Rogers said broadcasters have most to fear at this time from administrative procedures such as the vesting in staff employes of rights to adjudicate cases. He said the administrative changes are ascribed to the need of expediting commission cases, adding, "Have we reached a point in the United States where we sacrifice rights of those engaged in business in the interest of expediting these matters?"

No Hard Liquor ▪ TAB's board went on record against the advertising of hard liquor on radio or television, feeling it is not in the public interest. Texas broadcasters were asked "to refrain from accepting such advertising contracts." In addition the TAB board asked "our fellow broadcasters in other states to consider taking similar stands."

TAB adopted a resolution calling for cooperation with the Mexican government in promotion of international goodwill through use of 20 and 30-second promotional spots. It was submitted by McHenry T. Tichenor, KGBT (TV) Harlingen.

Gene Hendryx, KVLF Alpine, was elected TAB president; Jack Roth, KONO San Antonio, vp, and Wendell Mayes Jr., KCRS Midland, secretary-treasurer.

PUBLIC AFFAIRS AREA

AWRT asks, is broadcasting doing the job it should?

Are radio and television doing their jobs in the area of public affairs? This overriding question and a few others such as tv's effectiveness in the news area—was highlighted at the Oct. 6-8 conference of the four New York state chapters of the American Women in Radio & Television. Theme of the Lake Minnewaska, N. Y., conference was "The Challenge: Public Interest, Convenience and Necessity."

Among the chief topics:

▪ FCC and broadcasters: Frank J. Shakespeare Jr., vice president and general manager of WCBS-TV New York, felt the proposed new station program application form could well be a step toward direct government influence over programming.

▪ Radio and tv news: The feeling that broadcast news coverage keeps improving and newspaper coverage keeps sliding was highlighted at a Saturday morning panel on "The Changing Face of News Coverage." Participants included Walter D. Engels, manager, news and special projects, WPIX (TV) New York; Charles Shutt, manager, Washington Bureau, Hearst Metrotone News; Van Buren W. DeVries, vice president and general manager, WGR-AM-FM-TV Buffalo, and Samuel Sharkey, editor, NBC News.

▪ Programming: The three afternoon panelists felt the broadcaster has a definite responsibility to upgrade, and still please, his audience. Expressing "The Conscience of Programming" were Fran Allison, radio and tv personality; Edward P. Shurick, executive vice president, Blair Tv, and E. R. Vadeboncoeur, president, WSYR-AM-FM-TV Syracuse.

"In the U. S., the 'people's air' is vastly safer in the hands of a local station manager, subject to all the pressures of his community and viewing audience . . . than it ever would be in the hands of a relatively remote commission in Washington," according to keynote luncheon speaker Frank Shakespeare.

At the panel discussion on news coverage, Mr. Sharkey, comparing coverage of newspapers, and tv, said there is definitely better reporting today in tv. Newspapers, he pointed out, are becoming more and more partisan every day: "Papers are not doing a good job —their work is slipshod."

Mr. Engels, on the same subject, noted "tv news has stayed cleaner than newspapers. We remember the old fashioned integrity in news."

Mr. Shutt pointed out tv reporters now are pursuing a more interesting way to present news, and rely greatly on newsfilm services.

Independence ▪ Mr. DeVries, who feels a news department must have complete autonomy, said his station's news director reports directly to him, instead of to the program director.

At the panel on "programming conscience,' Mr. Shurick spoke about Blair's Special Projects Div., organized to sell local public service programs. "We know," he said, "we can get people to watch good programs, and we're out to prove it to the advertiser."

Media reports...

Joins radio network ▪ WOBT Rhinelander, Wis., has joined NBC Radio, according to Thomas E. Knode, vice president, NBC station relations. The outlet is a 1-kw station, owned and operated by Oneida Broadcasting Co. The affiliation brings to 192 the number of stations in NBC Radio.

On the air ▪ WETA-TV Washington, educational station, went on the air Oct. 2. The station, uhf ch. 26, is licensed to the Greater Washington Educational Television Assn., George A. Baker, station manager.

NEWSPAPERS THAT MEAN BUSINESS IN SAN DIEGO

Total Retail Sales of $1,290,068,000 last year ranked San Diego County 24th among the nation's 200 leading counties in this category. Note these comparative totals:

SAN DIEGO, CALIFORNIA	$1,290,068,000
ALAMEDA (OAKLAND), CALIFORNIA .	$1,284,885,000
FULTON (ATLANTA), GEORGIA . .	$1,063,052,000
FRANKLIN (COLUMBUS), OHIO . .	$ 921,529,000

Two metropolitan newspapers sell the important San Diego market: The San Diego Union and Evening Tribune. Combined daily circulation is 226,437 (ABC 3/31/61).

"The Ring of Truth" Copley Newspapers

COPLEY NEWSPAPERS: 15 Hometown Daily Newspapers covering San Diego, California—Greater Los Angeles—Springfield, Illinois—and Northern Illinois. Served by the Copley Washington Bureau and The Copley News Service. REPRESENTED NATIONALLY BY NELSON ROBERTS & ASSOCIATES, INC.

SALES ESTIMATES: 1961 SALES MANAGEMENT SURVEY OF BUYING POWER

The San Diego Union
EVENING TRIBUNE

N.Y. debate asks more questions than it answers

A one-hour debate by the two major candidates for mayor of New York was carried on WPIX (TV) New York last Tuesday (Oct. 10) and touched off another debate: may radio stations in the area carry excerpts of such a program without the prior permission of the originating station and the participants?

WPIX (TV) agreed to make the program, a debate between Mayor Robert F. Wagner, the incumbent, and his Republican opponent, New York State Attorney General Louis Lefkowitz, available to radio stations in the area, provided they carried it live in its entirety, and pledged not to use excerpts at a later time. WOR, WNYC and WNCN-FM carried the program live. Several stations had protested these "ground rules" for several days before the telecast and both WMCA and WNEW later revealed they had used recorded excerpts of the program during periods after the telecast (9:30-10:30 p.m.).

Immediately following the telecast, radio newsmen argued the "fairness" of the rules with both mayoralty candidates and their advisors and won the following modifications: excerpts could be used if they were "complete sequences" that contained "a question, an answer and a rebuttal." The WNEW official acknowledged the station had not carried a "complete sequence" since this would entail two minutes or more of programming time. WMCA reported it had carried excerpts even before the modifications of the ground rules had been completed.

A spokesman for WPIX said management and legal counsel to the stations were "reviewing the entire matter" to ascertain if WMCA's and WNEW's actions had broken any laws or FCC regulations.

The telecast received a Nielsen Instantaneous rating of 8.1, equal to about 1.3 million homes, according to a WPIX spokesman. He said this was "double the rating for the programs usually in that time period."

Mr. Lefkowitz told newsmen after the telecast that he was "agreeable" to another television debate, but Mayor Wagner said he could see "no useful purpose served by going on tv again with this type of program."

In arranging the Wagner-Lefkowitz debate, WPIX pledged to make equal time available to other candidates (one-half hour to each). A station official said arrangements had not been completed for these telecasts, and added: "It is very doubtful that we will agree to have radio stations pick up these programs."

ATAS has activities besides Emmy awards

The National Academy of Television Arts & Sciences' reason for being exists far beyond the Emmy awards for which it is principally noted, Robert Lewine, academy president, told a meeting of the academy's board of trustees in Washington.

"To be known for this activity [the Emmys] only is regrettable but understandable," he said. "The backstage activities of donors are often overshadowed if not completely obscured by the glamour of their awards, but this does not necessarily mean the tail is wagging the dog," Mr. Lewine explained.

Actually, the academy does many things which contribute to the welfare of the television industry, he commented, offering this explanation:

"For the past several years we (the academy) have had in motion a public information, lecture and service bureau which provides lectures, advisors and technical and program services to colleges, universities, secondary schools, adult education programs and civic and service organizations. We also have presented scholarships to students of drama and communications and fellowships to the heads of communications departments at major universities."

In another area of business, the academy approved a new chapter—its eighth—in San Francisco under the presidency of William Hollenbeck, KPIX (TV) San Francisco. New chapters also are planned during the year for St. Louis, Boston, Dallas and Miami.

The San Francisco charter was accepted for President Hollenbeck by Ken Langley, director of the Northern California Radio-Tv Council for Tuberculosis & Health Education, first vice president. Other officers of the San Francisco chapter: James Baker, KGO-TV San Francisco, second vice president; Martha Conger, J. Walter Thompson Co., secretary; Nancy Besst, hostess of *Romper Room*, treasurer. Mr. Langley was named vice president from San Francisco and trustee of the national academy.

Robert F. Lewine, president of the National Academy of Television Arts & Sciences, signs the charter establishing San Francisco as the eighth chapter of the organization. Watching are (l to r) the various chapter presidents: Robert M. Adams, Washington; Betty Furness, New York; Gail Patrick Jackson, Hollywood; Lee Schulman, Seattle; Don Tuckwood, Phoenix; Thomas Van A. Dukehart, Baltimore.

RAB says radio made it 13 in a row

Radio Advertising Bureau reported in a special bulletin last week that for 13 consecutive weeks this past summer, radio audiences were larger than those for television. Using statistics developed by Sindlinger & Co. for its national media activity report, RAB stated that during the July-September period, the daily number of people exposed to radio exceeded the number of people exposed to tv by 6.9 million on the average.

Radio's lead over tv began as early

as the final week in June when it moved ahead of tv by 3.1%, RAB claimed. This dominance continued for a total of 13 weeks.

Radio's margin over tv was said to have ranged from a high of 11% for the week ending July 7 to a low of 5.3% the following week.

Theatre owners talk about tv's threat

The specter of an all dominating television hovered over the 14th annual convention and trade show of the Theatre Owners of America, held in New Orleans last week .

Movie exhibitors who attended the four-day conclave were told repeatedly in speeches and reports that television —both commercial and pay tv—threaten their future existence.

Motion picture companies were denounced for selling their film libraries to the networks, and exhibitors were warned they would have to contribute money and resources to fight off pay tv's challenge.

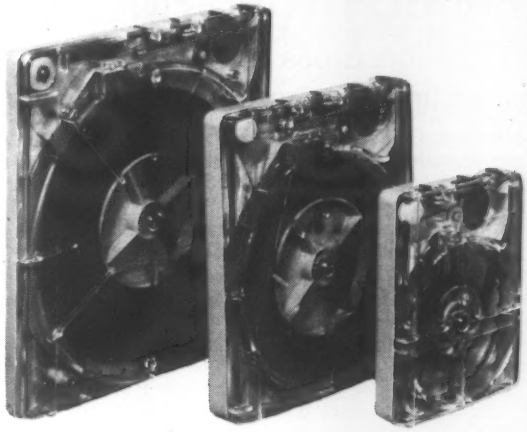
The only bright note on pay tv was sounded by Philip F. Harling, chairman of TOA's anti-pay tv committee. In reporting to TOA's board, Mr. Harling indicated pay tv's proponents now are less enthusiastic about toll tv's future. He said, however, he was unable to determine "whether this is a lull before the storm or portends worse things to come."

In either case, Mr. Harling told the exhibitors, they couldn't afford to relax. "The longer we are in grips with our opponents, the better are our chances to come out ahead," he contended.

Laurence A. Tisch, president and board chairman of Loew's Theatres, took up the problem of competition from free tv. He told the conventioneers that the film companies selling their motion-picture libraries to tv "are not only consuming themselves but are threatening the existence of exhibition as well."

S. H. Fabian, president of Stanley Warner Corp., sounded a different kind of warning. He said, "More than anything else we need more pictures." He explained that more features would help combat television because it would open opportunities for the development of more talent and give exhibitors more quality material to fight off the competition of old films on tv.

During the convention the TOA board elected a full slate of officers. Albert M. Pickus, formerly president, was elected board chairman. John H. Stembler was elected president, and Roy Cooper was made chairman of the executive committee.



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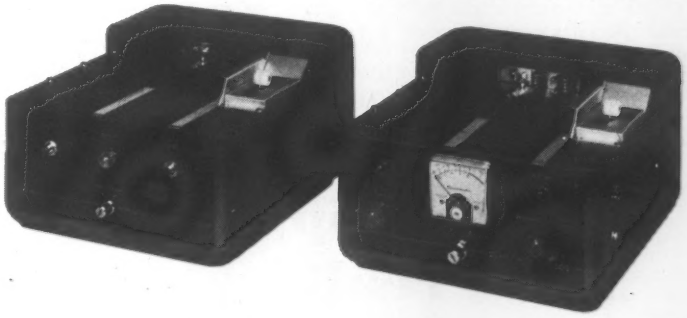
Louis Murray, WRTA, Altoona



Wherever you find a SPOTMASTER unit in use—the opinions of broadcasters are the same: "Tighter cueing and better sound . . . we are very pleased." (KOGO, San Diego) "No more noisy playbacks or jumping grooves. We have not bought a single acetate blank disc since installing your machines in July, 1960." (WFBR, Baltimore) "We have improved our production immensely," (KING, Seattle) ". . . frankly, I don't know how we ever got along without this equipment." (WGTC, Greenville, N. C.) SPOTMASTER, is engineered for compactness, efficiency, reliability and low maintenance. It is the most field-tested and field-proven cartridge equipment manufactured anywhere. We would like to tell you more about the SPOTMASTER Cartridge Recorders. Call, write or wire today.

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STORER BUYING WMGM

Will pay $11 million; drops contract to buy WINS after waiting 13 months for FCC approval

Storer Broadcasting Co. last week announced it was dropping its contract to buy WINS New York and simultaneously announced it was buying WMGM New York.

The Storer company twice had extended its agreement with WINS owner J. Elroy McCaw. WINS is involved with the FCC in its license renewal. The commission has raised questions regarding payola.

Storer was going to pay $10 million for WINS. It agreed to the purchase in August 1960.

WMGM until recently was scheduled to be sold to multiple broadcaster-publisher Crowell-Collier Publishing Co. for roughly $11 million. Crowell-Collier, however, also had problems with the FCC (these involved allegations of alarm-producing announcements, and off-color remarks by one of its disc jockeys as well as technical violations, and last August it and WMGM abrogated the sales contract by mutual consent (BROADCASTING, Aug. 28).

Crowell-Collier was assessed a $2,500 fine for the technical violations at KDWB Minneapolis station (it had been going on with full power before local sunrise). It also owns stations KFWB Los Angeles and KEWB San Francisco.

The Crowell-Collier WMGM deal was agreed upon a year ago this month.

Both WINS and WMGM are 50 kw independents.

Same Deal ▪ Although the Storer announcement gave no details beyond the bare facts that it had reached an agreement with WMGM owner Loew's Theatres Inc., it is believed that the transaction is the same that WMGM had with Crowell-Collier, $11 million.

When Storer arranged to buy WINS last year it also arranged to sell WWVA-AM-FM Wheeling, W. Va., in order to remain inside the FCC limit of seven radio stations. Arrangements were made with Ira Herbert, former New York broadcaster, and his associates, to buy the Wheeling stations for $1.3 million. This arrangement, which was contingent on Storer's acquisition of the New York station, will remain.

Storer now owns in addition to the WWVA outlets WGBS-AM-FM Miami, WJBK-AM-FM-TV Detroit, WSPD-AM-FM-TV Toledo, WAGA-TV Atlanta, WJW-AM-FM-TV Cleveland, KGBS Los Angeles, WIBG-AM-FM Phliadelphia and WITI-TV Milwaukee.

Among best friends

"Some of our best friends are in the television business, but . . ." With that tired disclaimer, the *Asheville,* N. C., *Citizen* editorially swiped at the *Steve Allen Show* of Sept. 27. The morning newspaper's complaint: too many commercial interruptions during the show and some questions about Mr. Allen's belief in his own selling words.

So, one of the *Citizen's* "best friends in television" came back that evening with the like disclaimer "that some of our best friends are in the newspaper business." WLOS-TV, ABC-TV affiliate for the area, had its own editorial in which it analyzed the very edition that complained of over-commercialization. Among the many findings: five ads intruding on 11 funnies; a tv program page with 26 ads, and several pages with a 7 to 1 advertising-tv-editorial ratio.

Changing hands

ANNOUNCED ▪ *The following sales of station interests were reported last week subject to FCC approval:*

▪ WMGM New York: Sold by Loew's Theatres Inc. to Storer Broadcasting Co. for a reported $11 million (see story this page).

▪ WVVW Grafton, W. Va.: 50% interest sold by J. Patrick Beacom to Patrick W. and Jean S. Larkin for $33,000 to be paid over a period of four years. The Larkins are co-managers of WGHM Skowhegan, Maine, and would move to Grafton in the same capacity after FCC approval of this transaction. Mr. Beacom is president and 50% owner of ch. 5 WJPB-TV Fairmont-Weston, W. Va. WVVW operates on 1260 kc with 500 w daytime only.

APPROVED ▪ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, *page* 92).

▪ KDUB-AM-TV Lubbock and KEDY-TV Big Spring, Texas: Sold by W. D. (Dub) Rogers and associates to Sydney

Is an appraisal really necessary?

"What are you worth" is always a vexing problem. You *should* know, whether you are refinancing, increasing insurance, evaluating your stock, settling an estate, or considering the sale of your property. Corporate decisions demand this knowledge.

Broadcast properties are not appraised on a brick and mortar scale, but on a true market value basis. We have evaluated hundreds of broadcast properties from coast to coast. Inquiries are held in the strictest confidence.

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Jack V. Harvey	William B. Ryan	Stanley Whitaker	Calif. Bank Bldg.
Joseph M. Sitrick	333 N. Michigan Ave.	Robert M. Baird	9441 Wilshire Blvd.
RCA Building	Chicago, Illinois	John G. Williams	Beverly Hills, Calif.
FEderal 3-9270	Financial 6-6460	JAckson 5-1576	CRestview 4-2770

A. Grayson and group for $3.8 million. Mr. Grayson and his associates also own KSYD-TV Wichita Falls, Tex. Mr. Rogers, under the agreement with the new owners, will remain as general manager of the stations for an extended period.

Mr. Grayson is president and general manager of the buying group. He holds a 15% interest. Others are Nat Levine, 22.37%; Irving and Murray Gold, 11.18½ each; Lee Pension Fund, 22.37%. The group sold KSYD Wichita Falls last July to R. E. Lee Glasgow and Bob H. Walker. The price was $300,000.

Mr. Rogers, an immediate past president of the NAB Television Board, is former chairman and one of the founders of TvB and chairman of Tv Stations Inc., a film-buying firm. He intends to remain in the broadcasting business.

Jack Paar to get prime time on NBC

Volatile Jack Paar, who has managed to keep viewer yawns at a minimum in NBC-TV's after-prime-time hours and a once-estimated $15 million gross billing in the shop, changes hats as a performer next fall.

The network reported last week (Oct. 12) that Mr. Paar has signed a new contract and will be in a weekly series of "major, prime-time programs" next fall. As a result Mr. Paar, who has been on NBC-TV's late show since July 29, 1957, when it was called *Tonight*, will leave *The Jack Paar Show* in a contract that terminates March 30 of next year. The show itself will continue with another star.

The new program series with Mr. Paar will be telecast live and in color, will be "comparable" to the current late-evening session guest stars.

Mr. Paar has had an excitable career with NBC-TV. In September, a show he taped in West Berlin created a furor in Washington (BROADCASTING, Sept. 18). In February 1960, there was an attempt to link Mr. Paar with a real estate operator in Florida. It was alleged Mr. Paar used an item on the show that was in fact a "commercial," and early that same month Mr. Paar took his celebrated walk off the show during its taping (BROADCASTING, Feb. 29 and 15, 1960, respectively).

CBA opposes liquor ads

The advertising of alcoholic spirits on radio and tv was opposed by Connecticut Broadcasters Assn., meeting Oct. 12 at Cheshire. CBA restated its endorsement of the NAB's stand against liquor advertising on the air and recommended that the subject be reviewed from time to time.

CBA adopted a resolution asking NAB and FCC to examine with the Defense Dept. the problems of Conelrad, including the feasibility of dropping the system. Another resolution asked the federal government to show broadcasters how they can finance underground facilities for emergency broadcasting in case of enemy attack. Speakers at the meeting included Douglas Anello, NAB general counsel, and Morton H. Wilner, communications attorney.

VFW sole sponsor

The Veterans of Foreign Wars announced last week that it will be the sole sponsor of the Voice of Democracy contest—originated 14 years ago by the NAB and co-sponsored during that time by the Electronic Industries Assn. The VFW was the third co-sponsor of the youth radio contest, following the withdrawal of the Junior Chamber of Commerce from the contest. Both NAB and EIA decided earlier this year to drop the contest. VFW Commander Robert E. Hansen asked for the cooperation of schools and individual broadcasters. NAB has offered to help promote the contest.

Pool tv plan urged for storm coverage

Tv stations in "hurricane alley"—the gulf and east coasts of the United States—are going to be asked to set up pool arrangements when they want to cover weather bureau offices live and direct during storm emergencies.

A letter suggesting that this be done has gone out to all major weather bureau offices over the signature of Dr. F. W. Reichelderfer, chief of the Weather Bureau.

Referring to the coverage by tv stations of Hurricane Carla (BROADCASTING, Sept. 18), Dr. Reichelderfer says this has sparked renewed interest on the part of the tv industry and is welcomed "because in storm situations which lend themselves to television presentation, it can result in more effective communication of warnings and storm information to the public than is possible by radio or by studio tv."

Only one telecast unit (camera, announcer and associated equipment) will be permitted inside a Weather Bureau office, Dr. Reichelderfer suggests. Telecasters should agree among themselves on one broadcaster who will represent all tv interests in the area. This is because space is limited, he points out. He also urges that one weather station

CALIFORNIA—Fulltime AM-FM combination grossing in excess of $10,000.00 monthly and capable of doing much better under different ownership. Good real estate included. Priced at less than $175,000.00 on long terms. ***ANOTHER H&L EXCLUSIVE.***

SOUTHEAST—Popular fulltime major market radio station that has almost hit $400,000.00 in annual billing. Priced at $600,000.00 with easy to live with terms. ***ANOTHER H&L EXCLUSIVE.***

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Warren J. Boorom New York		Joe A. Oswald New Orleans	

official be designated to assist the broadcaster by providing charts, texts and other information. Where appropriate, he may appear on the air, the Weather Bureau chief says.

Where sufficient electric power is not available, or where the weather station's own power plant is needed to maintain meteorological equipment, the broadcaster must provide his own emergency power, Dr. Richelderfer stated.

Virginians encouraged to broadcast editorials

An FCC commissioner, two politicians and a newspaper editor gave strong endorsements to broadcast editorials at a meeting of the Virginia Associated Press Broadcasters in Lexington last week. Commissioner Frederick W. Ford said the field is particularly fertile for stations operating in communities without a daily newspaper or two or more independently owned papers.

Marion Saunders, editor of the *Danville* (Va.) *Register*, welcomed broadcasters into the "swim" and suggested that editorials could become high points of broadcast programming. Also commending air editorials were Albertis S. Harrison Jr., Democrat, and H. Clyde Pearson, Republican, both candidates for governor of Virginia.

Charles W. Shugert, vice president of D'Arcy Advertising Co., Chicago, told the broadcasters that news programs have grown into the most important single feature on radio and tv

Commissioner Ford, on behalf of the Virginia AP Broadcasters, presented the Douglas Southall Freeman award for excellence in broadcast journalism to WSLS-AM-TV Roanoke.

Murder trial broadcast

WJBL - AM - FM Holland, Mich., taped the murder trial of a 16-year-old local youth accused of killing two girls. Doug Tjapkes, WJBL news director, was given permission by Circuit Judge Raymond L. Smith to record the proceedings. Portions of the trial were broadcast. Before the trial, defense counsel objected to radio coverage on the ground tv cameras and lights also might be admitted. The portable recorder would not interfere with a fair trial, Judge Smith ruled.

New Portland tv outlet plans early '62 start

KATU-TV Portland, Ore., has announced plans to be on the air early in 1962 as the fourth television station in that city.

Operating as an independent on ch. 2, KATU-TV is owned by Fisher's Blend Station Inc. (which also owns KOMO-AM-TV Seattle, Wash.), a subsidiary of Fisher Broadcasting Co., and four Portland residents: John A. Zehntbauer, Thaddeus B. Bruno, Joseph E. Franz and the estate of the late L. H. Hoffman.

Installation of the station's transmitting equipment, purchased from General Electric Co. at a cost said to be in excess of $200,000, already has begun, according to William J. Hubbach, vice president and general manager. Mr. Hubbach also said he expects to complete his staff appointments by the end of this month.

Studio and office facilities are being readied for KATU-TV at 2153 N.E. Sandy Blvd., Portland. A tentative completion date has been set for early December.

EQUIPMENT & ENGINEERING

Government patent ownership seen threat

MOTOROLA HEAD TERMS IT DETERRENT TO MOTIVATION

The growing trend of government ownership of basic patents in the electronics field gravely threatens not only the economic life blood of private industry but also the nation's defense status, Robert W. Galvin, president of Motorola Inc., said Wednesday before the annual convention of the National Electronics Conference Inc. in Chicago. The three-day meeting was attended by 12,000 electronic engineers.

Mr. Galvin described the trend as a "sinister threat" and said that for decades "our patent system has been under attack by those who would socialize our economy." He conceded that there may have been "unique justification" for the government to own inventions associated with atomic research because of the lethal nature of the weapon that resulted. But the justification "should have ended there," he asserted.

Mr. Galvin said the National Aeronautics & Space Administration stipulated that the federal government should own inventions resulting from work on NASA projects. "This same public policy now threatens to expand over all defense contracts," he observed, "with legislation introduced in the last Congress." Mr. Galvin said the Constitution never contemplated that government would enter any business let alone the business of acquiring and selling patent rights. On the contrary, he said, the Constitution vests in Congress the power "to promote the progress of science and useful arts by securing for limited times to authors and inventors the exclusive right to their respective writings or discoveries."

The Motorola president said that without rewards no company "would strive so hard to motivate patentable works. No individual would strive so hard to ideate." He did not favor patent concentration among a few big companies either. Rather, Mr. Galvin said "many small companies exist for the very reason that they enjoy patent protection privately on a great idea."

Mr. Galvin said if all of Motorola's factories and physical assets were taken away, 10 men with ideas "could rebuild our corporation in a few short years. But if you leave me all of our physical assets and take away our ideas, you leave me virtually nothing." The abolition of private property through such new proposed legislation would constitute "an easy and unnecessary victory for communism," he said.

The NEC meeting also was occasion for release of a preliminary study by Prof. Albert H. Rubenstein of Northwestern U. which found that Chicago-area electronics firms are not keeping pace with east and west coast industries in advanced research developments. The initial report shows that despite Chicago's dominance in production and sales of electronic products, the lack of emphasis upon research and development has accounted for some of the area's failure to recruit and keep exceptionally well-qualified scientists. A similar study also has been in preparation by Armour Research Foundation. Better industry cooperation with local

Back up again

Production of radio and tv began its upward march again in August after the vacation month of July. The eight-month figures, as announced by the Electronic Industries Assn. last week:

Period	Tv	Radio
Jan.-Aug. 1961	3,699,188*	9,952,790**
Jan.-Aug. 1960	3,694,184	10,463,285

* Includes 205,011 tv receivers with uhf tuners compared with 286,297 for same period in 1960.

** Includes 3,153,293 auto radios and 473,799 fm radios compared with 3,-991,961 auto radios and 565,665 fm radios in 1960.

university research departments is implied in the studies.

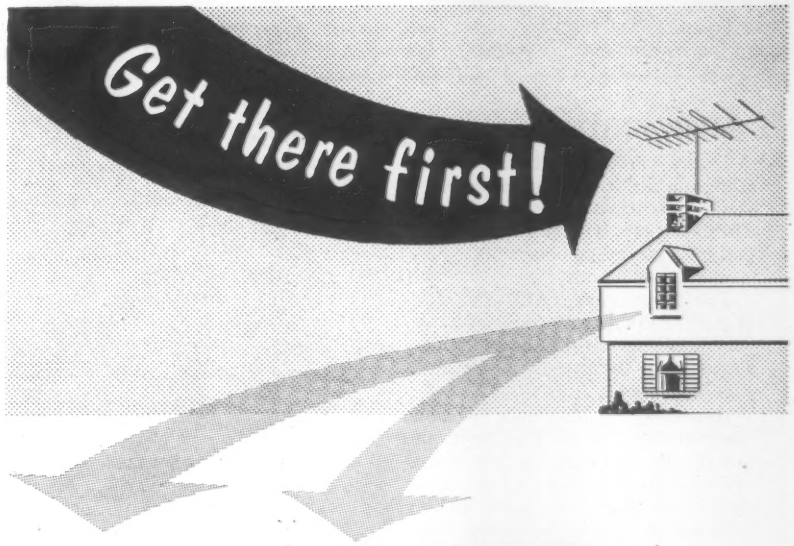
Michael J. Cudahy, Cozzens & Cudahy Inc., Skokie, Ill., presented a technical paper on a new concept for an audio amplifier designed to eliminate the use of linear amplifying devices such as tubes and transistors and yet produce almost distortion-free power amplification to 15,000 cycles or higher. Practical application of the device would include transmitter modulators and high-fidelity audio amplifiers. The new circuit involves use of the four-layer "pnpn" diodes which were recently developed for telephone cross-switching.

AES convention has fm stereo session

Audio Engineering Society, which held its 13th annual convention and exhibition in New York last week, devoted Friday afternoon to papers on fm stereo multiplex, with Norman Parker of Motorola Inc., Chicago, as chairman. FCC Commissioner John S. Cross addressed the organization's banquet Thursday night. His speech was titled "Engineers and the FCC."

Specifications concerning stereophonic broadcasting as adopted by the FCC on April 19 served as the basis for a paper presented by A. Csicsatka and R. M. Linz, both from General Electric Co. in Utica, N. Y. Entitled "The New Fm Stereo Broadcasting System—How to Understand the FCC Specifications and Generate the Composite Signal," it offers technical clarification for such "unfamiliar" sections as pilots phasing and interchannel phase relations, as well as orientation in FCC rules and specifications.

Other stereo broadcast papers included: "Audio Considerations for Stereophonic Broadcasting," in which R. W. Burden, Burden Assoc., Mount Kisco, N. Y., and S. E. Frohock, Nemo Audio Assoc., Boston, took a new look into audio design requirements; "Multiplex Stereo Fm Tuners and Adapters," by Daniel R. Von Recklinghausen, H. H. Scott Inc., Maynard, Mass., which considers the relative advantages and disadvantages in double, single and vestigial sideband demodulations; "Transistor Front Ends for Fm Tuners," in which T. C. Lawson, Philco Corp., Lansdale, Pa., describes two basic types of front ends, and gives advantages and disadvantages of two and three transistor configurations, and discusses frequency drift versus temperature; and "A Multiplex Stereo Generator," by Mr. Recklinghausen and T. W. Pickett of H. H. Scott, on how FCC requirements necessitate use of a complex signal for modulation of laboratory fm signal generators.



BROADCAST FM STEREO MULTIPLEX

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Stereo FM broadcasting is here now—**READY RIGHT NOW.** Standard Electronics offers the first low-cost, ready-to-install unit for **IMMEDIATE DELIVERY.**

The Standard Electronics FM Stereo Generator 935 is completely compatible with existing transmitters—in some instances simply plug-in—and you're in business. At most, minor modification will be necessary. At no time will more than 2 hours of off-broadcast time be needed for installation.

ACT NOW—Attract new listeners during the first flush and enthusiasm of FM Stereo reception—listeners that will swell your audience and buy your advertiser's products. Fill in the coupon for complete technical information and low, low price—or send your order in today for fast, off-the-shelf delivery. Performance guaranteed of course.

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WFPR
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Gentlemen:
Please send me specification sheet and price on the new Standard Electronics Stereo Generator 935.

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'Anticipation' survey finds low audience awareness

Eighty percent of the New York television audience couldn't name a single new television program when The Pulse Inc. conducted an "anticipation" survey among 500 New Yorkers last month.

The Hathaways (ABC-TV, Fri., 8 p.m. EDT), with only 3% respondents, topped the list of the new shows from the standpoint of audience awareness.

According to Laurence Roslow, associate director of The Pulse, the low figures apparently do not follow one feeling of those surveyed—some 62% said that they were looking forward to the new shows, compared with 48% the previous year. Yet, they couldn't name the shows.

The detailed report:

ANTICIPATION OF VIEWING NEW FALL TV PROGRAMS

In a few weeks the new television season will get underway. Would you say that you are looking forward to the new television programs and the return of last year's shows, or doesn't it matter to you one way or another?

	%
Yes	62.0
No	11.0
No Opinion	27.0
Total Percent	100.0
Base for Percents	500

AWARENESS OF NEW FALL TV PROGRAMS

Do you know (or have you heard about) any of the new television programs that will be shown for the fall . . . that is, programs which have never been shown on television?

	%
Yes	35.2
No	64.8
Total Percent	100.0
Base for Percents	500

FALL PROGRAMS KNOWN PRIOR TO TELECAST

If "Yes," please name those programs you have heard about.

	%
The Hathaways	3.0
Margie	2.4
87th Precinct	2.4
The New Breed	1.4
The Defenders	1.4
Bus Stop	1.2
Target: The Corruptors	1.2
Follow the Sun	1.2
Cain's Hundred	1.2
Ben Casey	1.0
Window on Main Street	1.0
Dr. Kildare	.8
Steve Allen Show	.8
Joey Bishop Show	.8
Car 54 Where Are You?	.6
Connie Francis	.6
Hazel	.6
By Line	.4
International Showtime	.4
Mrs. G. Goes to College	.4
Frontier Circus	.4
Dick Powell Show	.4
Misc. Programs	.8
Total Respondents 500	
Total Respondents who knew fall programs	20.2
Total Respondents who did not know or answered incorrectly	79.8
	100.0

THE RATINGS TALE

How tv's newer shows fared on the networks

Still more new shows and new series within established programs are appearing on the network's fall season schedule. As they've gone on the air, Arbitron, American Research Bureau's overnight ratings service, automatically has clocked ratings and shares. (For earlier ratings of new shows, see BROADCASTING, Oct. 2 and 9). Among highlights reported to BROADCASTING:

On Oct. 5 (Thursday) *Frontier Circus* made its first appearance on CBS-TV at 7:30 and with a 13.5 rating and 29.1 share of audience was No. 3 in that period against ABC-TV's *Ozzie & Harriet* and NBC-TV's *Outlaws*.

The second half hour of the circus show rated similarly in position. Also on CBS-TV, *Bob Cummings Show*, a new series, placed no. 3 in the 8:30-9 p.m. period (13.8 rating and 25.4 share) behind NBC-TV's *Dr. Kildare* and ABC-TV's *Real McCoys*. The first season's new episode of the established *My Three Sons* (ABC-TV) came in at the 9-9:30 period with a 19.7 rating and 35.2 share, which is No. 2 in the time slot against NBC-TV's *Dr. Kildare* and CBS-TV's *Investigators*.

On Oct. 6 (Friday), ABC-TV's *Straightaway* at 7:30-8 came on for its first appearance in the scene, and was No. 3 (9 rating and 18.1 share) against *Rawhide* on CBS-TV and *International Showtime* on NBC-TV. So was ABC-TV's new *Hathaways* at 8-8:30 with a 13 rating and a 25 share against the same opposition shows. Later that night at 9:30-10, *Dinah Shore Show* on NBC-TV was on for the first time this season. Its 16.5 rating and 29.2 share placed it No. 2 for the first half hour against *77 Sunset Strip* on ABC-TV and *Father of the Bride* on CBS-TV, and No. 1 in the second half hour (at 10) against CBS-TV's *Twilight Zone* and ABC-TV's *Target: Corruptors*.

On Oct. 7 (Saturday), ABC-TV's *Lawrence Welk* at 9-9:30 was No. 3 with a 12.6 rating and a 22.8 share against *Defenders* on CBS-TV, and *Saturday Night at the Movies* on NBC-TV, and again at 9:30-10 with a 14.7 rating and a 25.9 share against CBS-TV's *Have Gun Will Travel* and NBC-TV's movie. *Fight of the Week* resumed on ABC-TV at 10 coming in at the first half hour with a 7.3 rating and a 13.2 share at No. 3 position behind NBC-TV's movie and CBS-TV's *Gunsmoke*. It similiarly trailed in the second half of the hour.

There were no new shows or starts on Sunday or Monday following but on Oct. 10 (Tuesday) two half hours were of interest: ABC-TV's *Bugs Bunny* in the No. 3 position at 7:30-8 against *Laramie* on NBC-TV and *Marshall Dillon* on CBS-TV. At 8:30-9, first two new season episodes in *Alfred Hitchcock* on NBC-TV and *Dobie Gillis* on CBS obtained respective 21.5 and 19.5 ratings. ABC-TV's entry in that period is *Calvin and the Colonel*, a new show that already had begun the season.

First oral history series covers movies

A new series of 16 half-hour broadcasts, based on first person recollections of movie greats, is scheduled to start this fall on the six Westinghouse Broadcasting Co. radio stations and WNYC New York. Entitled *Memoirs of The Movies*, the series was produced by WBC in collaboration with the Oral History Research Office of Columbia U.

Each program encompasses interviews and anecdotes on Hollywood history, trends and other topics of interest. The 16 narrators include such names as Francis X. Bushman, Ruth Chatterton, Aileen Pringle, Buster Keaton, Arthur Mayer, Howard DeSilva and Joe E. Brown.

Memoirs is the first in a continuing oral history project built around the actual voices of people who have participated in the activity, event or area under study. Forthcoming series will explore such topics as alcoholism and Tin Pan Alley.

WBC radio stations are KEX Portland, Ore.; KDKA Pittsburgh; KYW Cleveland WBZ Boston; WIND Chicago and WOWO Fort Wayne, Ind.

Time-Life, RKO join hands for news plan

The broadcasting division of Time Inc., and RKO General Inc., are cooperating in the development of a broadcast news service, under which feature reports from special correspondents within the Time organization will be made available to RKO General's seven owned-and-operated radio stations and Time-Life Broadcast Inc.'s four radio outlets.

Four series of five-minute, five-a-week voiced reports on tape will be distributed to the stations by Nov. 1. They will be: *Topic A, Hollywood, Business* and *Sports*. Other organizations are expected to be added to the service, primarily from overseas and domestic points, including Washington. Voiced reports also are expected to be originated by the local news staff of the RKO General and Time-Life Broadcast stations.

The service will be made available at a later date to stations not competitive with RKO General or Time outlets.

Fund pays $2.5 million to musicians for half

A total of $2.5 million was paid out to 165,300 musicians during the first half of 1961 by Recording Industries Music Performance Trust Fund, according to a statement by Samuel R. Rosenbaum, trustee. The total amount paid out in the year 1960 was $5.3 million, compared to $3.3 million five years ago.

Mr. Rosenbaum reported $5.5 million has been allocated for the fiscal year beginning July 1, 1961. Allocations are based on sales of recorded programming. The report cited sales declines for many producers of phonograph records.

Total allocations from all recording funds for musicians services since 1949 have been $45.9 million.

Film sales...

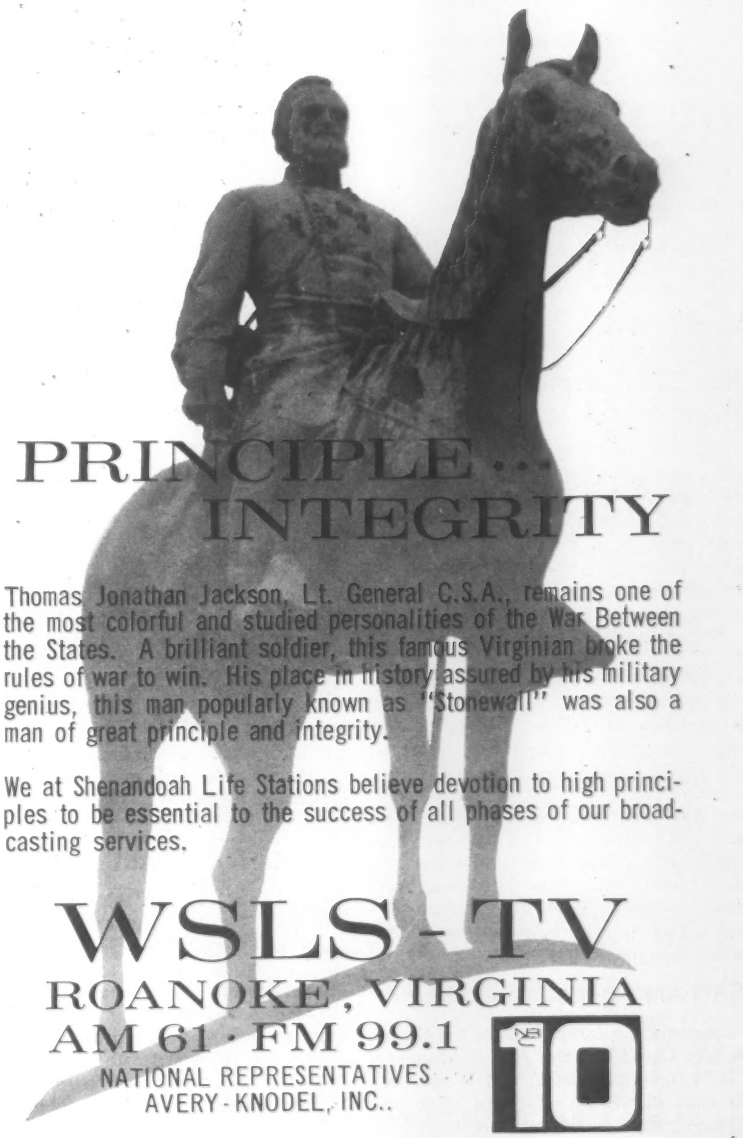
December Bride (CBS Films): Sold to WJBK-TV Detroit; WJXT (TV) Jacksonville, Fla.; WKYT (TV) Lexington, Ky.; KOOL-TV Phoenix; WSPA-TV Spartanburg, S. C.; WJIM-TV Lansing, Mich.; KRLD-TV Dallas; WALB-TV Albany, Ga.; WTVJ (TV) Miami and WBRC-TV Birmingham, Ala.

Wanted—Dead or Alive (CBS Films): Sold to KHSL-TV Chico, Calif.; WTVR (TV) Richmond; KGO-TV San Francisco; KIMA-TV Yakima, Wash.; KROD-TV El Paso; KOSA-TV Odessa, Tex.; WRC-TV Washington, D. C.; KOOL-TV Phoenix; WDSU-TV New Orleans; KXLY-TV Spokane; KXTV (TV) Sacramento; WKST-TV Youngstown; WANE-TV Fort Wayne, Ind.; KPTV (TV) Portland, Ore.; WBRC-TV Birmingham, Ala.; WGAN-TV Portland, Me.; WEAT-TV West Palm Beach, Fla.; KOTV (TV) Tulsa; WALB-TV Albany, Ga.; KWTV (TV) Oklahoma City; KSBW-TV Salinas, Calif., and KTTV (TV) Los Angeles.

Pre-1948 Paramount Pictures (MCA-TV): Sold to KFVS-TV Cape Girardeau, Mo.; WMUR-TV Manchester, N. H.; KGNS-TV Laredo, Tex.; KVOA-TV Tucson, Ariz.; WHBF-TV Rock Island, Ill.; WSBT-TV South Bend, Ind.; WCCB-TV Montgomery, Ala.; KSYD-TV Wichita Falls, Tex., and WBTW (TV) Florence, S. C.

Films of the 50's Vol. II (Seven Arts Associated): Sold to KHOU-TV Houston; KOTV (TV) Tulsa; WTEN (TV) Vail Mills, N. Y.; KOLD-TV Tucson; WDAU-TV Scranton, and KGHL-TV Billings. Now sold in 56 markets.

Films of the 50's in color (Seven Arts Associated): Sold to WNBC-TV New York; KQTV (TV) Ft. Dodge, Iowa; WISH-TV Indianapolis; WFLA-TV Tampa, and KOTV (TV) Tulsa. Colorcasts now sold in 18 markets.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INTEGRITY
Thomas Jonathan Jackson, Lt. General C.S.A., remains one of the most colorful and studied personalities of the War Between the States. A brilliant soldier, this famous Virginian broke the rules of war to win. His place in history assured by his military genius, this man popularly known as "Stonewall" was also a man of great principle and integrity.
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"THERE IS NO SUBSTITUTE FOR INTEGRITY"

ORSN

Here are the next 10 days of network color shows (all times are EDT).

NBC-TV:

Oct. 16-20, 23-25 (6-6:30 a.m.) **Continental Classroom,** Contemporary Mathematics.

Oct. 16-20, 23-25 (6:30-7 a.m.) **Continental Classroom,** American Government.

Oct. 16-20, 23-25 (10:30-11 a.m.) **Play Your Hunch,** part.

Oct. 16-20, 23-25 (11-11:30 a.m.) **The Price Is Right,** part.

Oct. 16-20, 23-25 (12:30-12:55 p.m.) **It Could Be You,** part.

Oct. 16-20, 23-25 (2-2:30 p.m.) **Jan Murray Show,** part.

Oct. 16-20, 23-25 (11:15 p.m.-1 a.m.) **The Jack Paar Show,** part.

Oct. 16, (8:30-9 p.m.) **The Price Is Right,** P. Lorillard through Lennen & Newell; American Home Products through Ted Bates.

Oct. 17, 24 (7:30-8:30 p.m.) **Laramie,** part.

Oct. 18, 25 (9-10 p.m.) **Perry Como's Kraft Music Hall,** Kraft through J. Walter Thompson.

Oct. 18, 25 (10-10:30 p.m.) **The Bob Newhart Show,** Sealtest through N. W. Ayer.

Oct. 18, 25 (10:30-11 p.m.) **David Brinkley's Journal,** Douglas Fir Plywood through Cunningham & Walsh; Pittsburgh Plate Glass through BBDO.

Oct. 19 (10-11 p.m.) **Sing Along With Mitch,** R. J. Reynolds and Ballantine through William Esty; Buick through McCann-Erickson.

Oct. 20 (8:30-10:30 p.m.) **Hallmark Hall of Fame**—'Macbeth', Hallmark through Foote, Cone & Belding.

Oct. 21 (9:30-10 a.m.) **Pip the Piper,** General Mills through Dancer-Fitzgerald-Sample.

Oct. 21 (10-10:30 a.m.) **The Shari Lewis Show,** Nabisco through Kenyon & Eckhardt.

Oct. 21 (10:30-11 a.m.) **King Leonardo and His Short Subjects,** General Mills through Dancer-Fitzgerald-Sample.

Oct. 21 (4-5 p.m.) **All-Star Golf,** Kemper Insurance through Clinton Frank; Reynolds Metals through Lennen & Newell.

Oct. 21 (7:30-8:30 p.m.) **Tales of Wells Fargo,** part.

Oct. 22 (4:30-5 p.m.) **Patterns in Music,** sust.

Oct. 22 (6-6:30 p.m.) **Meet the Press,** co-op.

Oct. 22 (7-7:30 p.m.) **The Bullwinkle Show,** General Mills through Dancer-Fitzgerald-Sample; Ideal Toys and Beech-Nut Gum through Young & Rubicam.

Oct. 22 (7:30-8:30 p.m.) **Walt Disney's Wonderful World of Color,** RCA and Eastman-Kodak through J. Walter Thompson.

Oct. 22 (9-10 p.m.) **Bonanza,** Chevrolet through Campbell-Ewald.

King Features appoints Plotnik in expansion

In line with expansion plans in the television division of King Features Syndicate, New York, the company has acquired additional space and has appointed Gene Plotnik as director of creative services with responsibility for promotion and new program development.

Mr. Plotnik, who has resigned as director of public relations for Screen Gems Inc., New York, will work with Al Brodax, director of television for King Features, on the development of new programs. The company now produces the *Popeye* series and is developing several other animated series for distribution during the 1962-63 season. Mr. Brodax said the television division has leased an entire floor in the building adjacent to its present headquarters in midtown Manhattan and will move into the new quarters shortly after the first of the year.

SAG-AMG negotiations begin

Negotiating committees of the Screen Actors Guild and the Artists Managers Guild (talent agencies) met Wednesday to start discussion of terms of a new agreement to succeed the one expiring Dec. 31. Major item in the list of SAG proposals is the elimination of waivers permitting talent agencies to act as program producers (BROADCASTING, Sept. 11). The organizations agreed not to issue progress reports on negotiations until they can make a joint statement on the outcome, which is expected "probably in a few weeks," a spokesman said.

New production firm

A new tv production-distribution firm has been formed by David Savage, former vice president in charge of radio-tv for Lynn Baker Adv., New York.

The new company, Universal Entertainment Corp., New York, is now producing Ern Westmore's *Tips & Tricks,* a five-minute filmed program of 130 segments. Offices of the new company are at 200 W. 57th St. Telephone is Circle 5-7020.

Western competition

Announcement of the second annual Western Heritage Awards competition has been made by Ben K. West, KOCO-TV Oklahoma City, awards advisory chairman of the National Cowboy Hall of Fame and Western Heritage Center, sponsors of the competition.

Of the 10 award categories, four are of interest to television personnel: fictional television program; factual television program; documentary film, and musical composition.

Rules and entry blanks can be obtained by writing Glen W. Faris, executive vice chairman, National Cowboy Hall of Fame and Western Heritage Center, 200 Skirvin Tower, Oklahoma City. Entries must be postmarked no later than Nov. 17. The winners will be announced Jan. 22, 1962.

Mutual's 'Big Lie' program

Mutual has scheduled a program designed to counteract communist broadcast propaganda. Titled *The Big Lie,* the weekly program will rebroadcast English-language propaganda picked up during the week from such stations as Radio Moscow, Radio Havana, Radio Bucharest, and others, and then will follow with the "true facts to nail down the lies and innuendos which are stock-in-trade for the communist propaganda machine," according to Norman Baer, Mutual's public affairs director.

The Big Lie will be heard on Saturdays 12:05-12:30 p.m. EDT (repeat broadcast for Rocky Mountain and Pacific Div. stations at 8:05-8:30 p.m. EDT). Newsman Phil Clarke handles the "debunking" and Frank Miller is producer.

Program notes...

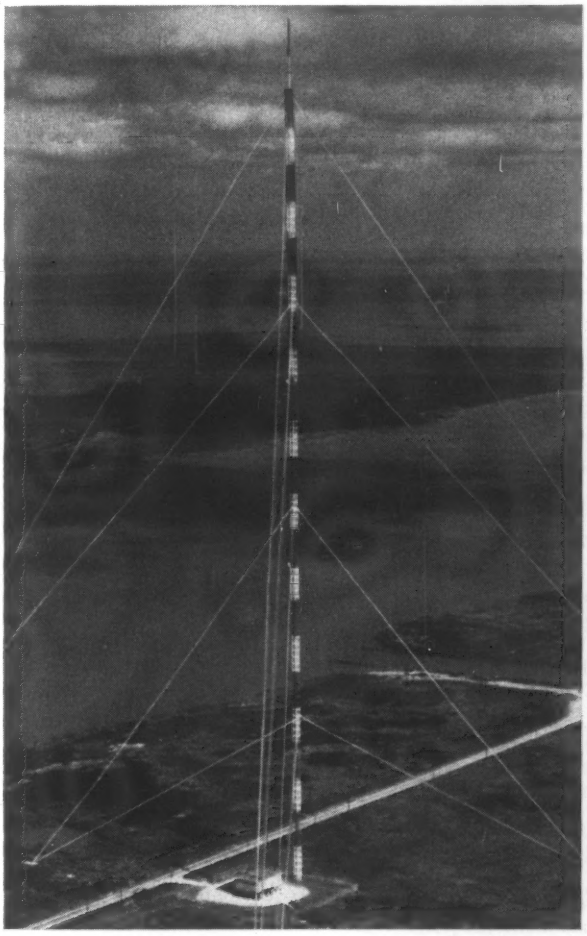
Special programs ▪ Hearst Metrotone News, New York, is making available, for use during the Christmas season, two special half-hour programs, *News Review of 1961* and *Sports Review of 1961.* This is the 13th year the programs have been distributed.

Sales upswing ▪ ABC Films Inc., New York, reports a third-quarter sales gain of 357.6% over the like period a year ago in the area of domestic syndication. Henry G. Plitt, president of the tv-film production and distribution company, also said the first nine-months of the current year are ahead of last year's initial nine-months by 148.8%. ABC Films' newest syndicated offerings include *The Life and Legend of Wyatt Earp, One Step Beyond, Casper the Friendly Ghost and Company* and *Consult Dr. Brothers.*

Taped in Canada ▪ Screen Gems Inc. last week began production of a tape program in Canada, *By Pierre Berton,* a series of five-minute programs of personal commentary by Mr. Berton, a newspaper columnist. This program marks the first step in SG's plans to produce tv shows in foreign countries for distribution in those countries specifically. SG also plans to film and tape other programs in Canada.

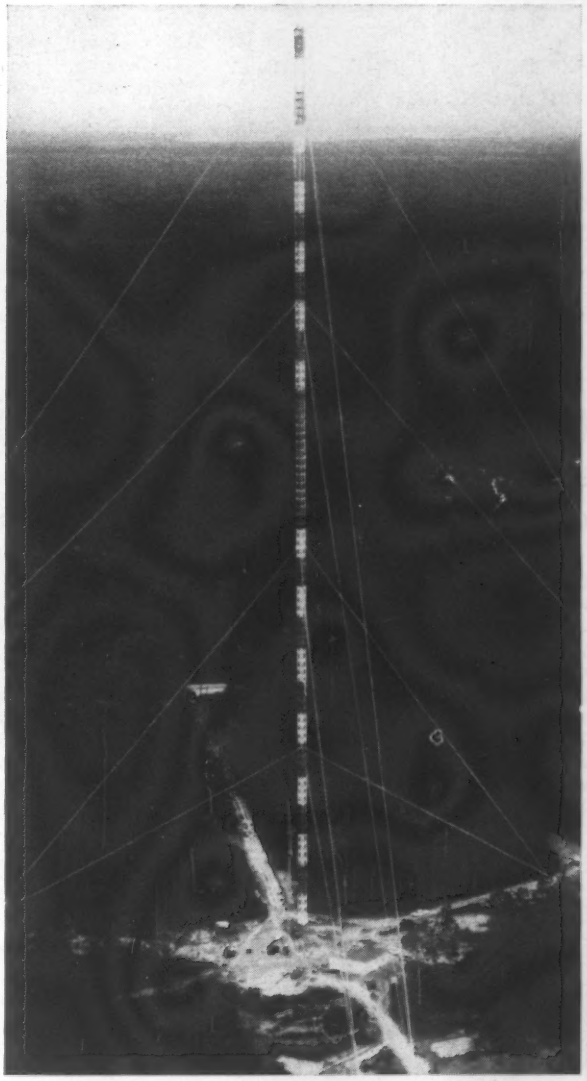
Winners announced ▪ The American Heart Assn. has named four winners to receive its 1961 Howard W. Blakeslee Awards for "outstanding reporting on diseases of the heart and blood vessels." Among them are the news and

ROEBLING GUYS HOLD TALL TV TOWERS THROUGH LAMBASTING BY HURRICANE CARLA



KMBT-TV Transmitting Tower at Sabine Pass, Texas. 993 ft high, held by 12 Roebling guys ranging from 1-1/16 to 1-3/8 inches in diameter.

KPAC-TV Transmitting Tower near Port Arthur, Texas. 1025 ft high, held by 12 Roebling guys ranging from 1-1/16 to 1-5/16 inches in diameter.



The two KIMCO-TV transmitter towers shown here, designed, fabricated and built by Kline Iron & Steel Company, Columbia, S. C., were directly in the path of hurricane Carla, the largest and one of the most brutal hurricanes ever recorded in the Western Hemisphere.

Held firmly upright by guys of Roebling Galvanized Bridge Strand, both of these high towers—993-ft KMBT-TV tower at Sabine Pass, Texas, and 1025-ft KPAC-TV tower near Port Arthur, Texas—came through unscathed. Not only was the KMBT-TV tower battered by powerful winds, but its base was submerged by flood tide.

This is the kind of performance you can expect of Roebling guys. And for good reasons. Roebling's skill, knowledge and experience are unmatched in this field. Roebling also has unrivaled experience in every type of suspension system. If you need guys—or the solution to a difficult guying problem—write, wire or call Bridge Engineering, John A. Roebling's Sons Division, Trenton 2, New Jersey.

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public affairs department of WJXT-TV Jacksonville, Fla., for its documentary, *The Second Heart*, and Douglas Ritchie of London, England, a BBC commentator, for his book *Stroke*.

PS expands ▪ Producers Studio, Hollywood, which provides facilities to independent producers of tv and theatrical films, is erecting a new four-story office building on Clinton Ave., to house the executive offices of the Producers Studio organization as well as those of companies leasing lot facilities. The new building adjoins the present two-story structure which houses the Filmaster and Pennebaker offices at 650 N. Bronson Ave.

AP says it might absorb increased line rates

Nobody can predict at this point whether radio and television stations will or won't have to pay more for their news services if AT&T's proposed new leased-lines tariffs are approved by the FCC, the Associated Press said last week. The cost increase, estimated by AT&T at about 19% but being opposed by AP among others, might be absorbed wholly or partly by the news agencies, AP pointed out.

It termed misleading and speculative BROADCASTING's Sept. 25 story indicating the proposed increase would be passed on to station clients. "The cost of the wire is only one part of the expense for delivering the news report," AP's statement added.

Four Star's profits up 104% this year

Four Star Television increased profits 104% and gross revenues 60% in the fiscal year ended June 24, 1961, as compared with the previous fiscal year, Dick Powell, president, and Thomas J. McDermott, executive vice president, stated last week in the company's first annual report to stockholders. Gross revenues were $24,193,715 compared with $15,141,000 the year before. The net after taxes was $647,422, versus $317,506. Per share earnings were $1.06, based on 611,250 shares of common stock outstanding, up from 66 cents the previous year, when there were 480,000 shares. The increase in the number of shares comes from the sale of 120,000 shares to the public in September 1960 and the issuance of 11,250 shares which were exchanged for all the outstanding capital stock of Heatter-Quigley Productions and two related organizations engaged in the production of live tv shows in August.

Robert Quigley and Merrill Heatter are now developing new live programs for Four Star for both daytime and nighttime tv, the report states. In addition, Four Star's diversification plans include: "syndication of our film library for both domestic and international markets, the entry of Four Star into the production of technical, industrial and scientific films, the entry into educational television and the entry into full length motion picture production."

Since the end of the 1960-61 fiscal year, Four Star has acquired all outstanding stock in Marterto Productions from Danny and Rose Marie Thomas, which includes all 90 half-hour films of the first three years of *Make Room for Daddy*. Earlier, Four Star had purchased the 146 filmed half-hours of *The Real McCoys* from Marterto, plus a continued interest in future episodes of this series.

INTERNATIONAL

CBC AD REVENUE DROPS

Higher income for first nine-months, but advent of second tv stations causes drop in final months

Competitive television stations being established in major Canadian markets are blamed by the Canadian Broadcasting Corp. in its report for the fiscal year 1960-61 for a drop in advertising revenue of 1.5%, as compared with a gain the previous year of 18.3%.

The annual report for the April 1, 1960-March 31, 1961 fiscal year shows advertising revenue of $37,601,000 as against $38,162,000 the previous year. The first nine months of the fiscal year showed higher revenues, and the last three months, after second stations began operating in major markets, showed a drop.

CBC operating expenses during the 1960-61 fiscal year amounted to $100,952,825 as against $94,039,765 the previous year. Of this amount $47,024,839 was attributable to programs with advertising content, the remainder for sustaining programs.

Revenue in addition to $37,601,651 from advertising included $145,645 from investments, $340,927 from miscellaneous sources, and $59,288,476 from parliamentary grants, for a total of $97,376,699, as compared with $90,864,218 in the 1959-60 fiscal year.

The report points out that at directors' meetings throughout the year it was decided that CBC should continue to have full control of programs, that CBC should retain the rights to refuse to disclose CBC news sources except when withholding such information would be in contravention of the law, that in the 1961-62 fiscal year more Canadian programs should be aired during evening hours, that beer and wine advertising policies be reviewed periodically, that advertising announcements should be limited to a maximum of 3 minutes 40 seconds per half-hour program even though regulations permit 4 minutes 15 seconds.

The report also points to a change in CBC policy to permit its programs to be used by community antenna and closed-circuit television systems where it would contribute to the CBC's national broadcasting service. Long-range planning includes CBC television stations in the provinces of Saskatchewan, New Brunswick, Newfoundland and Prince Edward Island, and an outlet in Quebec City.

The report reviewed major programs and expansion of CBC services.

CBC president Al Ouimet stated em-

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NEW YORK 41 E. 42nd St., MUrray Hill 7-8437

phatically in this report to the Canadian government it "could be disastrous to Canadian broadcasting in the long run" if pressures were applied to cut CBC's national service and raid its radio and television networks. He dealt at length with the possibilities of a deterioration in national service if a second television network (which began operations in October 1, 1961) were to undercut rates and be allowed to raid affiliated CBC stations.

Paramount assumes pay-tv test costs

Paramount Pictures Corp. has agreed to take over the operating costs of the pay-tv experiment being conducted by Famous Players in the Toronto suburb of Etobicoke. Announcement of Paramount's move was made by J. J. Fitsgibbons, president of Famous Players Corp., following the resignation of Norman S. Robertson, a director of Famous Players for the past 20 years.

Mr. Robertson, chairman of the board of North American Life Assurance Co., Toronto, said he resigned because of heavy pay-tv losses. He said Famous Players has spent more than $2 million on the pay-tv experiment since it began in February 1960. He said losses amounted to $481,000 in 1960 and $225,000 in the first half of 1961. He claimed the system is still losing at the rate of $11,000 a week.

Famous Players owns Trans-Canada Telemeter Ltd., which is conducting the pay-tv test. In turn, Paramount Pictures Corp. owns 51% of Famous Players. Paramount also owns International Telemeter Corp., which owns world rights to the pay-tv system used in Etobicoke.

Mr. Robertson stated he wrote Barney Balaban, Paramount Pictures president, in August and September that he would stay as a director of Famous Players only if Paramount would assume the costs of Trans-Canada Telemeter and make a full disclosure of its operations to Canadian shareholders of Famous Players. No reports on the operation have been revealed to the 8,300 shareholders.

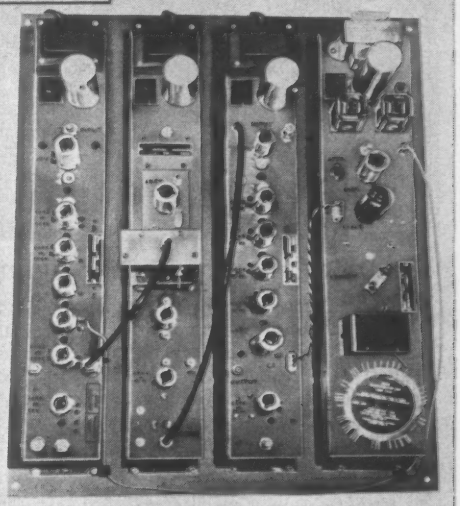
European service outfit for U.S. producers

Elliot Saunders International will begin operations in Paris today (Oct. 16) as a service to U.S. program and commercial producers and advertising agencies throughout Europe.

Mr. Saunders, who has been a program and commercial producer for the past 15 years at CBS-TV, NBC-TV, Kenyon & Eckhardt and Van Praag Productions, believes his company can help reduce costs in production of pro-

AVAILABLE FROM BLONDER-TONGUE

NEW BENCO (MODEL T-6) VHF TRANSLATOR



U.S. USER PRICE $834

(FCC TYPE ACCEPTED)

THE ECONOMICAL APPROACH TO TRANSLATOR INSTALLATIONS

The Benco T-6 VHF Translator is a straightforward unit—it is business-like with no frills, yet it provides all the capabilities necessary for top performance in a translator installation at an economical price. It is a high quality translator, meeting all FCC requirements.

The T-6 provides one watt of undistorted power. It will cover distances from 8 to 30 miles. Its low noise preamp includes AGC to maintain satisfactory picture quality with input signals as low as 50 microvolts. The T-6 is equipped with an identification unit which meets FCC specifications. It sends out identifying signals and provides automatic shutoff when the master station goes off the air. If the T-6 is installed in a remote or inaccessible area, it can easily be equipped with the RC-1 remote control unit to turn the translator power on or off from a distance of 5 miles or more.

TECHNICAL SPECIFICATIONS

Primary Power Source	117 v ± 10% 60 c/s
Power Consumption	120 W
Temperature Ambient	—30°C to + 50°C
Overall Noise Figure	
Low Band	4 db ± 1 db
High Band	6 db ± 1 db
Recommended Input	50—4000 microvolts
Max. Permissible Power	1 Watt (Peak Power)
Frequency Stability	.02%
Gain (maximum)	105 db
Band Width	6 Mc (3 db points)
Dimensions (metal base)	18"x22½"
Weight	27 lbs.

BENCO VHF AND UHF TRANSLATORS FOR EVERY TYPE OF INSTALLATION

MODEL T-1 VHF TRANSLATOR *FCC type-accepted.* 1 watt output for U. S. use. There is no finer translator available today. It not only meets but exceeds FCC specifications. Some of its features include a noise proof automatic shutoff; regulated power supply for stable operation even at the end of poor quality power lines; and underrated output section for continuous service; a weatherproof housing; quick easy coding of identification unit; built-in direct reading power meter.

MODEL T-14 VHF-TO-UHF TRANSLATOR *FCC type-accepted.* 2.5 watts output. For United States use. Includes identification units with automatic "on/off," power indicator and voltage regulator. VHF input, channels 7-13.

MODEL T-13 VHF-TO-UHF. Same as T-14 except: VHF input, channels 2-6; not yet FCC type accepted.

If you're planning a translator installation, contact Blonder-Tongue. Free layout service; field engineering assistance at nominal cost are available.

engineered and manufactured by

BLONDER-TONGUE

9 Alling St., Newark, N. J.

Canadian Div.: Benco Television Assoc., Toronto, Ont. Export: Morhan Export Corp., N. Y. 13, N. Y.

home TV accessories • UHF converters • master TV systems • closed circuit TV systems

Americans honor French agencyman in N. Y.

Marcel Bleustein-Blanchet (fourth from left), board chairman of Publicis, Paris advertising agency, was a guest at a reception given in his honor at the French consulate in New York.

Mr. Bleustein-Blanchet, whose agency bills about $16 million annually (7% of the total advertising expenditure in France), is a pioneer in commercial radio advertising in France. On behalf of his clients and other French advertisers, he is member of a group requesting that the new French tv network now under construction be allocated for commercial use.

Shown are (l to r) Bernard Musnik, head of Publicis' American office; Gen. David Sarnoff, RCA board chairman; Mme. Marie-Francoise Rachline, Mr. Bleustein-Blanchet's daughter; the guest of honor; Sigurd Larmon, chairman, Young & Rubicam Inc., and Raymond Laporte, Minister Plenipotentiary-Consul General of France in New York.

grams and commercials abroad by completing for clients necessary pre-production details, such as set-up of crews, casting and procurement of sets. For program producers, for example, he plans to screen available material for new programming ideas.

Saunders International starts with three clients—Videotape Productions of New York, Van Praag Productions, New York, and Videocraft Productions, New York. Headquarters are at the Promos Agency, 1 Rue Lord Byron, Paris.

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BBG bars U. S. network ownership in Canada tv

The Canadian Board of Broadcast Governors announced Sept. 28 it will not recommend any future transactions which would permit financial participation by U.S. networks in Canadian television stations. At the same time it turned down an application by CFTO-TV Toronto to sell 25% of its equity stock to American Broadcasting-Paramount Theatres Inc. (BROADCASTING, Oct. 2). Board decisions are framed as recommendations to the Canadian government for action. So far the government has never reversed a BBG recommendation. BBG Chairman Andrew Stewart refused to discuss whether the general policy statement would affect future investment in Canadian tv stations by U.S. interests other than networks. Under the Broadcasting Act of 1958, the BBG may recommend non-Canadian ownership of up to 25% in a station or network. The board's decision followed a month of controversy. On Aug. 28, after hearing CFTO's application to sell the stock to AB-PT, the board announced it would defer a decision until Sept. 25 but would then recommend approval of the transfer unless comparable offers were made by Canadian broadcasters. In the interval no Canadian group did bid for the stock, though some showed interest. However, considerable opposition was expressed, both in the press and parliament, to the sale to AB-PT. The projected stock transfer would have given AB-PT an 18.9% voting interest in the station. At the same time the board recommended approval of the sale of 240 shares of CFTO stock by station President Joel Aldred to the Telegram Publishing Co. Ltd. of Toronto.

CFTO Chairman John Bassett, who has voting control of the station, is also publisher of the *Telegram*. Mr. Aldred, who split with station ownership over policy, no longer has any financial interest in the station.

Abroad in brief...

Foster expands ▪ Foster Adv. Ltd., Toronto, Ont., has bought for an undisclosed amount, the western Canadian branches of J. J. Gibbons Ltd., Toronto advertising organization. The purchase includes the Gibbons branches at Vancouver, B.C.; Calgary, Alta.; Regina, Sask.; and Winnipeg, Man. David S. Catton has been named supervisor of the new western division of Foster Adv. Ltd.

Rep appointments ▪ CFAM Altona, Man., names Radio Representatives Ltd., Toronto, Ont. CJOB-AM-FM Winnipeg, Man., names Standard Broadcast Sales Ltd., Toronto.

Call letter change ▪ CJRH Richmond Hill, Ont., has changed call letters to CFGM, and has appointed Air-Time Sales, Toronto, as exclusive representatives.

CBXT-TV starts ▪ CBXT-TV Edmonton, Alberta, Canada, owned and operated by the Canadian Broadcasting Corp., went on the air Oct. 2. The station is located at 75th St. & 89th Ave., Edmonton. It is represented by CBC National Selective Sales, Toronto.

Stovin-Byles' new clients

Stovin-Byles Ltd., Toronto, has taken over representation of most stations handled by National Broadcast Sales Ltd., Toronto, which ceased operations Sept. 30. CKGB Timmins, Ont.; CFCH and CKGN-TV North Bay, Ont.; CJKL Kirkland Lake, Ont.; CHEX Peterborough, Ont.; CKWS Kingston, Ont.; and CKSL London, Ont., have changed over to Stovin-Byles Ltd.

CFTO-TV Toronto, Ont., has appointed Stovin-Byles Ltd., as representative in Montreal, Winnipeg and Vancouver.

BROADCAST ADVERTISING

Mr. Ceperly

Walter R. Ceperly Jr., vp, client services, elected to board of directors, Waldie & Briggs, Chicago. Before joining agency, Mr. Ceperly was associated with Cleveland and Chicago offices of Fuller & Smith & Ross and earlier, The Buchen Co., Chicago.

Ben January, media and radio-tv director of Sanders Adv., Dallas, elected vp, assuming duties of account executive and media supervisor. **Barbara Longoria** named media buyer.

Walter L. Cooper, commercial producer and associate producer for radio-tv programs, Lennen & Newell, New York, joins radio-tv department in similar capacity at N. W. Ayer & Son, that city. **James B. Gibson,** formerly in print production for Chicago Suburban Newspapers, joins agency as media assistant, that city; **Tyson L. Janney,** office manager and account executive, Mid American Adv., Philadelphia, and **John W. Shepherd,** advertising manager of Rubbermaid Inc., Wooster, Ohio, named to plans and marketing department in Philadelphia office.

Robert Colburn, formerly with W. D. Lyon Adv., Cedar Rapids, joins Ken Strandberg & Assoc., Minneapolis as radio-tv director and account executive. Previously, Mr. Colburn was production manager for WTCN-TV Minneapolis-St. Paul.

James E. Shriner, former sales promotion manager at Westclox, LaSalle, Ill., to Howard H. Monk & Assoc., Rockford, Ill., as assistant account executive.

Byron Chandler, formerly of J. Walter Thompson, New York, joins Ketchum, MacLeod & Grove as media manager, New York offices.

Robert Ross joins Leo Burnett Adv., Chicago as marketing supervisor. He formerly was executive vp and account supervisor with Arthur Meyerhoff & Assoc., Chicago.

Bob Clark, art supervisor, D. P. Brother & Co., Detroit, joins Kenyon & Eckhardt, that city, in similar capacity.

Robert David, vp and account supervisor, Erwin Wasey, Ruthrauff & Ryan, New York, joins Papert, Koenig, Lois, that city, in similar capacity. **Robert Previdi,** media buyer, Benton & Bowles, New York, joins PKL in similar capacity.

Robert D. Fertig, former sales rep at WRGB (TV) Schenectady, N. Y., appointed account director for Barlow-Johnson, advertising-pr agency, that city. Previously, Mr. Fertig was radio-tv director and account executive with Woodard, Voss & Hevenor, Albany, N. Y.

Norman L. Peterzell, supervisor on Bristol-Myers account at Ogilvy, Benson & Mather, New York, joins Lennen & Newell, that city, as vp on Colgate-Palmolive account.

James A. Dernocoeur, former advertising and sales promotion manager, Norge Sales Corp., Chicago, to MacFarland, Avevard & Co., that city, as account executive on Quality Chekd Dairy Products Assn. account. **F. Thomas Bertsche** joins MFA as account executive.

Ferrill T. Robinson, radio research director, advertising and promotion department, Adam Young, New York, joins Gardner Adv., that city, as media group supervisor.

William H. O'Connell, formerly with J. Walter Thompson, New York, joins Ted Bates & Co., that city, as account executive on Mobil Oil Co. account.

Frank L. Callahan, formerly with Edward H. Weiss Co., Chicago, to Erwin Wasey, Ruthrauff & Ryan, that city, as account executive on A. E. Staley Mfg. Co. account, including Sta-Flo liquid and spray starches.

Albert A. Sessions joins Wermen & Schorr Adv., Philadelphia, as account executive. He formerly was with Lawrence C. Gumbinner, New York.

Stanley Burger, senior buyer, Doyle Dane Bernbach, New York, joins media department, The Kudner Agency, that city.

Tyler named

William D. Tyler, executive vp, Benton & Bowles, becomes co-chairman of ANA-AAAA Committee for Improvement of Advertising Content, succeeding **Robert E. Allen,** president, Fuller & Smith & Ross. **Edward G. Gerbic,** vp, Heublein Inc., continues as co-chairman.

Other new appointees are **William B. Lewis,** board chairman, Kenyon & Eckhardt; **Mary E. O'Meara,** vp and associate creative director, Young & Rubicam; **Edward Dean,** advertising director, E. I. du Pont de Nemours & Co., and **Gail Smith,** director, advertising and market research, General Motors Corp.

Mr. Carter

Ken Carter, former vp and general manager of old WAAM-TV Baltimore (now WJZ-TV), named vp in charge of radio-tv for Leon Shaffer Golnick Adv., that city. In 1957, he resigned from WAAM-TV and formed own pr firm, handling eight broadcasting stations. Mr. Carter served as member of board of directors of NAB and was a founder and member of Television Bureau of Advertising.

Robert Fiore, art director on Esquire Socks, Daniel & Charles, New York, joins Papert, Koenig & Lois, that city, in similar capacity.

THE MEDIA

Lee A. Lahey, member of New York sales staff of Robert E. Eastman Co., elected to board of directors.

Thomas Petry, program manager of WQED (TV) Pittsburgh, etv station, appointed assistant general manager for

programming. Before joining WQED, Mr. Petry was program manager of KNME-TV Albuquerque, N. M. Other WQED appointments: **Carolyn Patterson,** retired principal of Linden School, named liaison in station's school participation instructional tv program; **Sam Francis,** producer-director, to administrative assistant in charge of business affairs; **Rhea Sikes** named assistant program manager and continues as director of school services; **Ivy Willis,** to assistant director of school services; and **Adele Moyer Allison** joins staff as pr director.

Kenneth M. Albridge, formerly of WPOR Portland, Me., appointed manager of WLYN Lynn, Mass.

Don Hedges appointed manager of KISN Vancouver, Wash., while continuing as sales manager, post he has held for past six months. **Lee Parsons,** production manager, to program director.

A. J. Stahmer named general manager of KGMJ-FM Seattle after serving as account executive and sales manager at KXA, that city, past six years. **Martin Tobin** appointed director of news and public affairs for Heritage stations: KGMI - FM Bellingham, KGMJ-FM Seattle, KVOS-AM-TV Bellingham, all Washington; KFMU-FM Los Angeles, KFMW-FM San Bernardino, both California; and KGMG-FM Portland, Ore.

Mr. McAndrew

William R. McAndrew, executive vp of NBC News, accepts chairmanship of radio - tv committee, Foreign Policy Assn. —World Affairs Center, New York. Mr. McAndrew, former UP correspondent in Washington, has lead NBC News since 1954 and was named vp in 1958.

Samuel Hall Jr., account executive at KXOK St. Louis, succeeds **William Oldham** as radio sales manager of St. Louis office of Edward Petry & Co., station representative.

Robert P. Schroeder, former sales rep with TvAR, Chicago, joins KYW-TV Cleveland as sales manager, succeeding **Albert Krivin,** who becomes general manager of KMBC-TV Kansas City. Prior to joining TvAR, Mr. City.

Jack Reavley, co-owner and commercial manager of KAPA Raymond, Wash., named commercial manager of KGST Fresno, Calif.

Robert M. Fowler, former national sales rep at WTVT (TV) Tampa-St. Petersburg, promoted to national sales manager.

Davis elected AAAA western chairman

Mr. Davis

John W. Davis, secretary and treasurer of Honig - Cooper & Harrington, San Francisco, has been elected 1961 - 62 western region chairman of the American Assn. of Advertising Agencies, now holding its 24th annual western region convention at the Hotel Del Coronado, Coronado, Calif. (see story, page 44). Mr. Davis succeeds **Jack E. Smock,** vice president in charge of the Los Angeles office of Young & Rubicam, at the conclusion of the four-day meeting of more than 400 advertising and media executives (Oct. 15-18).

Donald B. Kraft, Kraft, Smith & Ehrig, Seattle, was elected vice chairman and **David Botsford Jr.,** Botsford, Constantine & Gardner, becomes secretary-treasurer for the coming year. Named to serve on the western region AAAA board of governors were **Robert P. Heintz,** Heintz & Co., Los Angeles; **Gaybert B. Little,** Little & Co., Los Angeles; **Slvin Kabaker,** Compton Adv., Los Angeles; **Raymond B. Milici,** Milici Adv., Honolulu. Mr. Smock automatically continues as a governor for the year.

Six ex-officio governors, representing the six councils of the Western Region, were also elected for the 1961-62 period: **Duncan Jennings,** Jennings & Thompson, Phoenix, Ariz.; **H. A. Lee,** J. Walter Thompson Co., San Francisco; **Jess Shinn,** Richard G. Montgomery & Assoc., Portland, Ore.; **Irving Stimpson,** Baker & Stimpson Adv., Seattle, Wash.; **Kai Jorgensen,** Hixson & Jorgensen, Los Angeles; **John Geraghty,** Virgin A. Warren Adv., Spokane, Wash.

William Shela named sales manager at KAYO Seattle.

Nick St. John, announcer at KIXZ Amarillo, to program director. **Ralph Henry** joins station as account executive.

Warren Duffy named program director and **Vince Kierney** assistant program director of WHLO Akron. **Bob Janis** appointed news director of WSBA York, Pa., succeeding Mr. Duffy. Susquehanna Broadcasting Stations include: WSBA; WARM Scranton; and WHLO.

Gerry Newman, staff announcer at WAQE Towson, Md., promoted to program director of WAQE-FM Baltimore.

Ken Gaughran, acting program director of WWCO Waterbury, Conn., appointed program director.

Dale Kemery, production manager of WRAW Reading, Pa., appointed program director of WATS Sayre, Pa.

Jack Gale joins WWIN Baltimore as program director.

Chris Lane and **Don Hughes** join KAYO Seattle as director of program operations and news operations chief, respectively. Mr. Lane was formerly with WLS Chicago. Mr. Hughes was former director of WOKY Milwaukee news department.

Alfred J. Harding, sales manager for public affairs programs, WCBS-TV New York, appointed sales planning director for CBS News, that city.

William Reynolds appointed account executive at KUGN Eugene, Ore. He previously had his own children's show on KVAL-TV, that city.

Mr. Crohan

John F. Crohan, former vp and station manager of WICE Providence, R. I., appointed vp and general manager of WCOP-AM-FM Boston. Mr. Crohan is an officer of Rhode Island Broadcasters Assn., and chairman of State Industry Advisory Committee, Conelrad.

Gary B. Smart, director of radio-tv continuity at WAVY-TV Norfolk-Portsmouth-Newport News, Va., appointed account executive. Previously, Mr. Smart had been with WFMY-TV Greensboro, N. C., in various capacities.

Arthur J. DeCoster, account executive, The Katz Agency, Chicago, joins ABC-TV National Station Sales, station rep, that city, in similar capacity.

James W. Svehla Jr., account executive at KTVI (TV) St. Louis, joins radio sales staff of Edward Petry & Co., Chicago.

Al McCoy, air personality at KRUX Glendale, Ariz., appointed director of community services, newly-organized department. He will continue as announcer.

Steve Shepard, vp and general manager of KOIL Omaha, post he has held since joining station three years ago, promoted to executive vp and member of board of directors. **Steve Brown** promoted to vp of KOIL Omaha and KISN Vancouver, Wash. Mr. Brown will continue as national program director of Star Stations: KICN Denver, Colo.; KOIL-AM-FM Omaha, Neb.; and KISN Vancouver, Wash.-Portland, Ore.

Mr. Brown

Mr. Shepard

Jack Douglas, WCSI Columbus, elected president of Indiana Broadcasters Assn., succeeding **Robert McConnell,** WISH-AM-FM-TV Indianapolis. Other new officers: secretary-treasurer, **J. C. Amaturo,** WIRE Indianapolis; assistant secretary, **Reid Chapman,** WANE Fort Wayne; assistant treasurer, **William Fowler,** WBAT Marion; vp for am, **Carl Vandergrift,** WOWO Fort Wayne; vp for fm, **Richard Witty,** WORX-FM Madison, and vp for tv, **Don Menke,** WFBM-TV Indianapolis.

Craig S. Parker, program and commercial director, WDEV Waterbury, Vt., elected president, UPI Broadcasters Assn., succeeding **Lincoln Furber,** WCAX-TV Burlington.

Suzy Simpson joins KFJZ Fort Worth as publicity and merchandising director. Miss Simpson was formerly Chevrolet account secretary for Campbell-Ewald, San Francisco.

Ralph C. Mayher, chief cameraman at KYW-TV Cleveland, to KGO-TV San Francisco, in similar capacity.

Donald L. Oliver, news director, KIFI-TV Idaho Falls, named recipient of The Earl Godwin Memorial Fellowship by the Graduate School of Journalism at Columbia U. Fellowship was established by RCA and NBC to honor NBC News correspondent Earl Godwin, who died in 1956.

Ken Boyer, third baseman for St. Louis Cardinals, appointed sports director of KWK St. Louis.

Bob Kelly appointed news director of KTHT Houston. Other news department additions: **Don Williams, Beri Moore** and **Shelly Hancock.**

Louis N. Wagner, formerly of WBUD Trenton, N. J., appointed news director of WTTM, that city, succeeding **Jack Gartland.**

Sid Lasher joins KHOU-TV Houston-Galveston as weather personality.

John Dunham, formerly of WBBM Chicago, named newscaster at WJXT (TV) Jacksonville, Fla. **Charles Sykes,** formerly of WESH-TV Daytona Beach, and **George Brolin,** WTOC-TV Savannah, Ga., named weathercaster and news photographer, respectively.

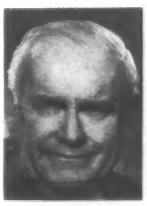
Breck Harris, former air personality with KZIX Ft. Collins, Colo., joins WACO Waco, Tex., in similar capacity.

Hal Jackson, d.j., WDAS Philadelphia, joins WWRL New York in similar capacity. **Maurice Hulbert** and **Frank Graham,** d.j.'s at WHAT Philadelphia and WBUD Trenton, respectively, named air personalities for WWRL.

Arnold W. Albright named news director of WHEN Syracuse, N. Y.

Jerry Harper, former news director at WFLA-AM-TV Tampa, to WBBM-TV Chicago as announcer.

Arthur J. Decoster, account executive with The Katz Agency and formerly with CBS-TV Spot Sales and WBBM-TV Chicago, to ABC-TV National Spot Sales Inc., Chicago as account executive. **George P. Phillips,** formerly with Metropolitan Sunday Newspapers Inc., Chicago, to ABC-TV Network Sales staff as account executive. **William F. Dubois,** Chicago vp for network and syndication with Independent Television Corp., to account executive staff of ABC-owned WBKB (TV) Chicago.



Mr. Higgins

George J. Higgins, vp and national sales manager of KMBC Kansas City since 1951, will be succeeded by **Albert P. Kirvin,** who will serve as vp and general manager (BROADCASTING, Sept. 4). Mr. Higgins' future plans will be announced shortly.

Jeanne Caskey, formerly with Yeck & Yeck Adv., Dayton, Ohio, appointed promotion and pr director, WONE, that city.

Michael Hautman, assistant program supervisor at program department, WABC New York, named advertising and promotion director.

Chet Rhodes, tv operations director, Guild, Bascom & Bonfigli, San Francisco, has joined KTVU (TV) Oakland-San Francisco as director of audience promotion and publicity. He succeeds **Don Arlette,** who will open his own pr firm.

Neil Rosen named director of promotion and pr, WMSB (TV) Onon-

Bob Kelly, are you listening?

Because Bob Kelly is so highly respected as a time buyer at Lennen & Newell, we're proud to claim him as one of our biggest boosters. Bob is originally a Providence boy, and makes a point to keep up to date on the old home town.

And in Providence, how times have changed! WICE sure has grown-ups talking with its nice balance of music and news, spiked with a healthy shot of public service programming — the honest to goodness kind that really does serve the public.

If you know Bob Kelly, please give him a ring and pass along this new information. We're as proud of Providence as Bob is — and we want to make sure he's up to date on what's been happening here at the live-wire station.

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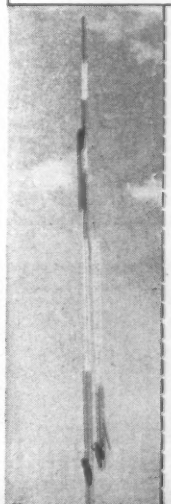

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6718 W. Plank Road — Peoria, Illinois

SOLITROL lighting systems... offer unprecedented control flexibility

Now, for the first time, you can buy your *complete lighting control system* from Ward Leonard—a name made famous through years of experience in the manufacture of dimming components.

SOLITROL lighting systems were research developed for extreme operating versatility . . . in scene presetting . . . . . cueing . . . fading, and individual mastering. SOLITROL's functional, modular "packaging" lets you select the system complexity or simplicity *you* need—no more, no less.

There's a SOLITROL system, utilizing silicon controlled rectifier dimmers, for every application . . . from the largest theatre or civic center, to the smallest club, church or school. 1.6

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WARD LEONARD ELECTRIC CO. MOUNT VERNON NEW YORK

RESISTORS • RHEOSTATS • RELAYS • CONTROLS • DIMMERS

daga, Mich., succeeding **Thomas L. Turk,** who becomes director of news bureau at DePauw U., Greencastle, Ind.

Lewis I. Cohen, attorney in FCC Broadcast Bureau hearing division, joins law department of CBS Radio, effective Oct. 23.

Charles Clapp, promotion assistant, WSJS-AM-TV Winston-Salem, N. C., promoted to promotion manager.

John P. Hanly appointed advertising and promotion manager for WGBS Miami. Other appointments: **Ken Malden** to director of public affairs and service, and **Spencer Danes,** news director.

Ted Kavanau, tv commercial producer, N. W. Ayer & Son, New York, joins WUHF-TV New York (uhf experimental station) as producer-director.

Bob Zak named assistant program manager of WJBK-TV Detroit, succeeding **Donn Shelton,** who moves to WITI-TV Milwaukee as promotion manager. Both are Storer Broadcasting Co. stations. Mr. Zak has held copywriting positions with Otto & Abbs and Karl Behr, Detroit advertising agencies.

Robert H. Glassburn, staff director at KRON-TV San Francisco, named assistant program manager and production manager, replacing **James Bentley,** resigned. Other KRON-TV appointments: **Allen H. Scollay,** former producer-director of tv news, special events and public affairs at KCMO-TV Kansas City, to director, succeeding Mr. Glassburn; **Robert M. Anderson** assigned as writer-producer; **Anthony Green** shifted to program department.

Ronald Hickman, general manager of WNNJ Newton, N. J., re-elected president of New Jersey Associated Press Radio Assn.

Glenn C. Jackson, vp and general manager of WTTM Trenton and **Fred Wood,** president and general manager of WMVB Millville, elected president and vp, respectively, of New Jersey Broadcasters Assn. Other executive committee appointments: **Howard Green,** executive vp, WOND Pleasantville; **Paul Alger,** executive vp and general manager, WSNJ Bridgeton; **Ronald L. Hickman,** manager, WNNJ Newton; **Gordon Giffen,** vp and general manager, WKDN Camden; and **Frank Matrangola,** general manager, WCMC Wildwood.

Mason Dixon, president and general manager of WFTM Ft. Morgan, elected president of Colorado Broadcasters Assn., and **James Croll,** manager of KCSJ-TV Pueblo, elected vp. **Russel Shaffer,** president and general manager

Gen. Sarnoff shows the ladies a trinket

During a recent luncheon and reception honoring 25 members of the Women's National Press Club at the Sarnoff home in New York, **Gen. David Sarnoff** shows (l to r) Florence Lowe (Metropolitan Broadcasting, Washington), Bonnie Angelo (WNPC president), and **Mrs. Sarnoff** a golden key to Tokyo, one among hundreds of mementos of the RCA board chairman's 55 years in communications.

of KBOL Boulder, named to board of directors.

Mr. Worley

Jack Worley, promoted to vp of WOWL-TV Florence, Ala. Mr. Worley joined WGAD Gadsden, Ala., in 1955, when station was acquired by WOWL-TV, and was promoted to commercial manager in 1956. In 1957, he was transferred to WOWL in similar capacity, and that year promoted to station manager of WOWL-TV.

Herbert Fields, account executive, WPEN Philadelphia, joins sales staff, WCBS-TV New York. **Andrew Leach,** account executive, The Katz Agency, New York, and **Francis P. (Pat) Shannon,** media buyer, Benton & Bowles, New York, named account executives.

Emery McCullough, manager of WRLD Lanett, Ala.-West Point, Ga., named general manager of WGEA Geneva, Ala.

Donald W. Hansen named to radio-tv-film department of U. of Kansas. He previously served as manager of KSTE (FM) Kansas State Teachers College, Emporia.

Paul Blue, program director of KLZ-TV Denver, appointed assistant to president, succeeding **Clayton Brace,** who assumes duties as operations manager at CLT-TV Beirut, Lebanon (BROADCASTING, Sept. 11, 1961).

Dr. George Stoddard, chancellor and executive vp, U. of New York, succeeds **Ralph Lowell** as chairman, board of directors, National Educational Television and Radio Center, New York.

Sam Zelman, director of news, CBS-TV Pacific Coast, elected president of Radio & Television News Assn. of Southern California. Mr. Zelman succeeds **John Thompson,** manager of news and special events, NBC-TV West Coast. **George Lewin,** news director of KTLA (TV) Los Angeles, elected vp and **Jacqueline Brown** named secy.-treasurer.

Lee Atwell named director of public affairs at WHBC Canton, Ohio, in addition to current post as program director. **Chuck Craig,** staff announcer and host, appointed nighttime program director, with exception of news, sports, and public affairs programs. Other WHBC staff additions: **Jack Peterson,** staff announcer; **Carla Arnold,** commercial continuity writer; **Larry Decker** succeeds **Lynwood Van Aman,** who moves to WONE Dayton, as chief studio engineer.

Joseph Stamler, vp and general manager, WABC-TV New York, named New York chairman for radio-tv industry's campaign for B'nai B'rith Youth Services.

David M. Johnstone, formerly account executive with Theodore R. Sills & Co., Chicago, to Herbert M. Kraus & Co. there as creative director and senior account supervisor.

Al Jarvis joins KHJ Los Angeles as air personality.

Jack Carney, formerly with WABC New York, joins KSFO San Francisco as air personality.

Gary Palant, program coordinator and air personality at KDAY Santa Monica, Calif., joins WBBQ Augusta, Ga., as air personality.

Don Evans, formerly with WJET Erie, Pa., joins announcing staff of WEEP Pittsburgh.

Rou de Gravelles, promotion manager of Bolton Publications, Willoughby, Ohio, appointed producer-director at WJW-TV Cleveland.

Joel Salberg, news director of WSOR Windsor, Conn., named program director.

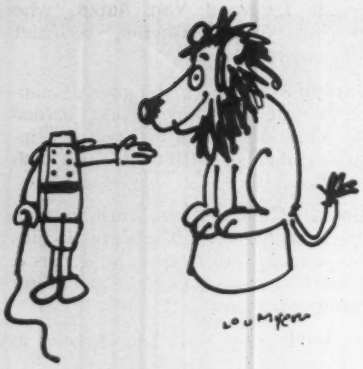
Jim Washburn named program director of KRLA Pasadena, Calif., succeeding **Herb Heiman,** who resigned.

Mel Burka, WTIP Charleston, elected president of West Virginia Broadcasters Assn. Other appointments: **A. G. Ferrise,** WMMN Fairmont, vp; **Don Hays,** WKAZ Charleston, secretary-treasurer; board of directors appointments: **E. M. Johnson,** WCAW Charleston; **William Becker,** WVOW Logan; **Mel Barnette,** WHIS Bluefield; **C. Leslie Golliday,** WEPM Martinsburg; **Robert Ferguson,** WTRF-TV Wheeling; and **John Shott,** WHIS-TV Bluefield.

Jerry Kunkel, assistant program manager of WKY Oklahoma City, named program director of KTRN Wichita Falls, Tex. **Joe Henderson** appointed program manager of KTUL Tulsa, Okla., and also will be responsible for programming of newly acquired KTRN.

Nancy Allen joins WFLA Tampa, Fla., as music librarian. **Frank Johnson** named station's farm director and **Judy Huffman** named to continuity department of WFLA-TV.

Don Webster and **Fred Goerner** appointed staff reporters for KCBS San Francisco. Mr. Webster previously concentrated in research and preparation of KCBS editorials and will con-



AUTOMATIC DEADWOOD REMOVER

If you sat down deliberately to devise a method of separating the cream from the crop in any list of potential customers, you couldn't devise a more "self-correcting" system than the built-in "deadwood-remover" you find in the circulation methods of ABP businesspapers.

Its name is money—and it works like this:

A man pays money to subscribe to a businesspaper in any given field because he *wants* it, uses it in his work. Because he uses it, he is a likely prospect for what you have to sell to the industry covered by the publication.

When he changes jobs or moves to another part of the forest, he has his subscription transferred. If he no longer needs it, he lets it expire. And if he himself expires, his name automatically comes off the list at next renewal date.

While not quite so complex or visually spectacular as the electronic machinery that sweeps away dead bowling pins and sets up live ones, the deadwood-remover in ABP publications is just as efficient. And it saves you, the advertiser, a good deal of time and money setting up the live wood you need for a high average of sales strikes.

The plus value of paid circulation is "wantedness"

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

BROADCASTING is the only publication in its field qualifying for ABC and ABP membership

tinue this work in addition to his news assignments.

Jim McGovern, formerly newscaster at KEYD-TV Minneapolis-St. Paul, joins KMSP-TV, that city, in similar capacity.

Jim Beasley, announcer and program host at WKZO Kalamazoo, Mich., called to active duty in armed services.

Jack Sterling joins WIBG Philadelphia as all-night air personality. Mr. Sterling was formerly with WMID Atlantic City, N.J.

Gilbert H. Cristeon, account executive, CBS Radio Spot Sales, Chicago, named radio sales executive, national sales division, RKO General, that city. **Floyd E. Beaston,** sales manager, WSPD-TV Toledo, and **William F. Sanford,** tv account executive, Crosley Broadcasting Co., named tv sales executive in Chicago.

David Bader, general sales manager, Atlantic Television, New York, joins Intercontinental Television, that city, as national sales manager.

David K. Williams, account executive at WGN-TV Chicago, named tv sales executive of national sales div., RKO General, that city. **John Lego,** account executive with George P. Hollingbery, Chicago, and **Seymour Gair,** who was with WBBM Chicago, appointed radio sales executive.

PROGRAMMING

Leonard Feldman, general manager, Sterling Television Co., producer-distributor of films for tv, New York, elected to board of directors.

Kenneth L. Grosman, motion picture veteran most recently assigned as business manager of Universal-International Productions' *Lover Come Back, Touch of Mink* and *Six Black Horses,* has joined Creston Studios as studio manager. Mr. Grossman was executive assistant to the late L. K. Sidney and E. J. Mannix at MGM.

Leonard Schwartz and **Fred Schiller** join Warner Bros., Hollywood as assistant producers in tv department. Mr. Schwartz will work with producer Charles Hoffman on *Hawaiian Eye* series. Mr. Schiller is assigned to producer Joel Rogosin on *Surfside* 6.

Ernest Motyl, in charge of commercial and industrial division, MGM-TV New York, appointed sales manager of MGM Telestudios, video tape production subsidiary, that city.

Hardie Friedberg, manager for syndication of *The Lone Ranger* series at Telesynd, a division of Wrather Corp., New York, named president of Telesynd.

John Willis, director of news and special events at KHJ-TV Los Angeles, signed to host and narrate *The Story Of,* documentary tv series currently being produced by Wolper Productions, Hollywood for Ziv-UA.

Bernard Small, film editor and producer for motion pictures and tv, has been signed as film editor for *Keyhole,* new Jack Douglas nonfiction tv series now in production for Ziv-United Artists *Documatics* release.

Andy Rooney and **Maurice Robinson** appointed writers of new CBS-TV feature-and-news program, *Calendar.* Other appointments: **Hal Haley,** news editor; **Ron Bonn,** news writer; and **Vince Walters,** news director.

Joseph Benadon, formerly with Animation Inc., **Sheila Cornell,** from Format Films, and **Kenah Goldman,** previously with Creative Arts Studio, Washington, D. C., have joined the staff of Filmfair, Hollywood, producer of filmed tv commercials and industrial ad commercial motion pictures.

Paul Weston, recording conductor and tv musical director, elected president of The National Academy of Recording Arts & Sciences. Other new officers: **Nesuhi Ertegun,** 1st vp; **David Carroll,** 2nd vp; **Voyle Gilmore,** secretary; and **Bob Yorke,** treasurer.

EQUIPMENT & ENGINEERING

Boyce Nemic, executive vp of Reevesound Co., subsidiary of Reeves Soundcraft Corp. (manufacturers of motion picture sound systems and laboratory recording equipment), New York, succeeds **Walter R. Hicks** as president. Mr. Hicks recently was made vp of special projects at Reeves Soundcraft Corp., Danbury, Conn., parent organization.

Robert E. Hysell appointed manager of materials engineering for General Electric Co.'s rectifier components department. Mr. Hysell's most recent assignment was manager of measurement studies at company's advanced semiconductor laboratory, Syracuse, N. Y.

Robert J. McDonald, South American regional manager for RCA International, named merchandise manager of Blonder-Tongue Labs, Newark, N.J.

Kenneth E. Farr appointed chief engineer of industrial products division of Jerrold Electronics Corp., Philadelphia, and **John W. Black Jr.** named to head products design division. Mr. Farr was former senior engineering specialist with Philco Corp. Mr. Black was packaging consultant at Bendix systems division, Ann Arbor, Mich.

James M. Tierney, formerly with

Transitron Electronic Corp., Calif., named senior sales engineer, semiconductor division, Sylvania Electric Products, Burlingame, Calif.

INTERNATIONAL

Robert J. McGuigan, general sales manager and promotion manager of CJSS-TV Cornwall, Ont., joins *Romper Room* tv program as director of Canadian operations.

Charles E. Norton, former manager of Ampex International Operations' video products marketing department, Redwood City, Calif., appointed regional marketing manager, Latin America, for Ampex International, that city. Before joining company in 1960, Mr. Norton was southern area manager for RCA.

Murray H. Chercover, executive producer of CFTO-TV Toronto, Ont., named director of programming. **A. Raymond Arsenault** appointed executive producer of CFTO-TV.

Jack Craine, supervisor of programs of Canadian Broadcasting Corp. for northern and armed services, to representative of CBC at United Nations, succeeding **John Dunn,** recently named director of CBC for Ottawa, Ont., area.

Ted Murphy to chief announcer of CFCF-TV Montreal, Que.

Don R. McRobie, president of Cockfield Brown & Co. Ltd., Montreal, was elected president of the Canadian Assn. of Advertising Agencies at annual meeting at Ste. Adele, Que., succeeding **Warren Reynolds** of Ronalds-Reynolds & Co., Toronto. **J. E. McConnell,** McConnell-Eastman Co. Ltd., Toronto, elected first vice president; **K. G. Anderson,** Walsh Adv. Ltd., Toronto, as second vice president; and **R. C. Baker,** Baker Adv. Agency Ltd., Toronto, as secretary-treasurer.

C. W. Harvison, in charge of technical film operations of CBWT (TV) Winnipeg, Man., and **Frank Goodship,** producer of CBUT (TV) Vancouver, B. C., have been loaned by Canadian Broadcasting Corp. for two years to the government of Ghana to advise on technical and programming aspects of television broadcasting.

Harvey Kirck, formerly of CHUM Toronto, Ont., to news editor of CFTO-TV Toronto.

John Tyrrell, formerly part-owner of Air-Time Sales Ltd., Toronto, has formed station rep firm under his own name at Toronto, and starts with CFUN Vancouver, B. C., and CHOW Welland, Ont.

G. Paschal Swift, sales manager of WGR-TV Buffalo, N. Y., to Montreal sales office of Stovin-Byles Ltd., Toronto station rep firm, to handle national sales of CFTO-TV Toronto.

Thelma Sherman to office manager of Montreal office of Standard Broadcast Sales Ltd., Toronto, station rep firm.

Roch Demers, formerly of CFCL-AM-TV Timmins, Ont., to general manager of CJMS Montreal, Que. **Paul J. Audette,** formerly of WOAI-TV San Antonio, Tex., and CKRS-TV Jonquiere, Que., to assistant general manager of CJMS.

Kenneth J. Page to president of S. W. Caldwell Ltd., Toronto, Ont., film producer and distributor. He succeeds **Spence Caldwell,** who earlier this year became president of CTV Television Network Ltd., Toronto.

Graham Ford, formerly of Associated Rediffusion Ltd., London, England, and CFTO-TV Toronto, Ont., to operations coordinator of CTV Television Network Ltd., Toronto.

DEATHS

Henry T. Parrott, 75, president of Taylor County Broadcasting Co., operators of WTCO Campbellsville, Ky., died in Louisville, Ky., hospital, Oct. 5.

Walter M. Heymann Jr., 45, vp and director of sales development, North Adv., Chicago, died Oct. 10 in Presbyterian-St. Luke's hospital after long illness. He had been with North since 1958 and before that was account executive for seven years with Foote, Cone & Belding, Chicago.

Hal A. Carlson, 63, district marketing manager for Illinois Bell Telephone Co., Chicago, and for number of years in charge of mobile radio-tv broadcast channels, died Oct. 10 following heart attack at his home. He was member of Illinois Broadcasters Assn.

Raymond Sawyer, secretary and director of May Broadcasting Co. (licensee of KMA Shenandoah, Iowa) and executive vp and general manager of May Seed Co., died in Shenandoah of cancer, Oct. 7.

Ted Pearson, 58, staff announcer and narrator for CBS, working in both radio and tv, died Oct. 5, at his home in Eastchester, N. Y. After starting his radio career as singer, Mr. Pearson joined announcing staff of NBC in Chicago and later became freelance announcer. He was with network radio shows of Benny Goodman, Fred Waring, Paul Whiteman, *The Goldbergs* and *Cavalcade of America* and with leading symphony orchestras.

Stuart B. Krasne, 34, news director of KOLN Lincoln, Neb., died Oct. 9 after long illness.

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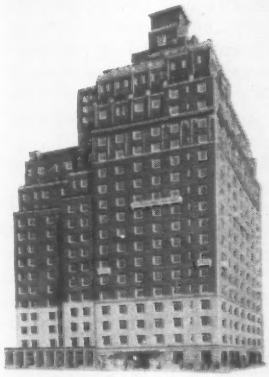

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KNOTT HOTELS

BUY STEEL CAMPAIGN

WSTV-TV joins hands with local industry in promotion

A "Better Buy Steel" campaign on WSTV-TV Steubenville, Ohio, has increased consumer demand for steel products in the upper Ohio Valley area, in addition to creating a new image of "leadership and service" for the station.

So reported John J. Laux, executive vice president and general manager of WSTV-TV, at a meeting of American Iron & Steel Institute's "Steelmark" coordinators in New York.

WSTV-TV's campaign, which started last May in conjunction with the Institute's "Steelmark Month" project, has "re-awakened" an area of some 400,000 people to the fact that "as steel goes—so goes our valley," Mr. Laux said in his slide presentation. He emphasized that WSTV-TV's plan for a year-long promotion triggered extra local-level participation by business people in 40 communities in three states (BROADCASTING, May 8).

After deciding that the campaign "had to be a do-it-yourself effort on the part of people," Mr. Laux explained that WSTV-TV established a cooperative advertising rate based upon the general idea that the station would telecast 60 "Better Buy Steel" sales messages weekly for 52 weeks. The cost of the year-long effort was estimated at $60,000, but the station declared it would absorb 50% of the cost because of the public service aspect, and the remaining 50% was to divided among participating companies. Some 25 companies joined in for periods of one to three or more months. With each brief message, WSTV-TV telecast a slogan such as "Buy steel—keep our area prosperous" or "Buy steel—provide more area jobs," etc.

Mr. Laux quoted a number of statements from businessmen who reported sales gains following the tv promotion. A soft drink company had a 300% increase in its canned beverages sales; a regional brewery said canned beer sales rose 200% with some sales coming from places that had never stocked canned beer before, and a hardware store owner claimed that "with all the competition from plastic and aluminum, we sold over 300 steel buckets."

Radio-newspaper join hands

KCBS San Francisco and the *San Francisco News-Call Bulletin* have pooled their forces in a rare radio-newspaper venture to promote a football pool contest.

After only two weeks, the results are indicative of the combined pulling power. Some 43,000 entries have been received—the same number the newspaper drew (running the pool alone) last year after seven weeks.

Contestants can win up to $5,000 weekly by correctly predicting the scores of the weekend college football games. Both the newspaper and KCBS also offer special bonus prizes in addi-

You don't have to buy newspaper space to build audience

Can broadcasters build audience through radio and television promotion?

Can audience promotion in the broadcasting media compete successfully with intensive newspaper advertising by competitors in the same market?

The answer to both questions is "yes," and the man who has proved the point over a three-year span is Owen Sadler, executive vice president of KMTV (TV) Omaha, ch. 3.

Mr. Sadler's belief in on-the-air promotion was first put to the test in 1958 when, in the face of heavy competitive print advertising, the KMTV executive put on a campaign over his own station and that of sister radio station KFAB which increased the overall share of program audience in 90% of program hours.

Armed with this proof of his theory that promotion on the station can be effective, Mr. Sadler has continued his campaign through the past three seasons. KMTV did not use more than 100 lines of newspaper advertising per week through 1959 and 1960 and this year has used none at all. Despite that fact and in face of heavy competing newspaper advertising the NBC station has led its own market in ARB "average homes reached" through the entire three-year period.

Reasons for Success ▪ Asked why other stations have not had the same success with on-the-air promotion, Mr. Sadler said:

"1. They do not use 'produced' promotions. Many promos are mere announcer ad libs and even the written spots all sound alike—uninspired, routine, simply fill-in stuff.

"2. They do not use choice time periods. They simply run promotions when and if an odd spot might be available. Why won't they follow their consciences and common sense and use 'professional' promos in top-flight, non-pre-emptible time periods?"

Some broadcasters are almost forcing themselves to use newspapers or other media to compensate for their self-imposed deficiences, in the opinion of the Omaha broadcaster. "When they spend hard money for newspaper space they will use good illustrations and insist on preferred positions," he adds. If they worked as hard on their own promotions they would be more inclined to see that these were aired in good time periods. "After all, a station should work as hard for itself and its audience leadership as it does for its sponsors," Mr. Sadler sums up.

Careful Preparation ▪ Planning for promos at Omaha's ch. 3 station is a serious business. This fall, as an example, several hundred dollars was spent on a special set for personal presentations by station personalities (see photo). These promos were kinescoped by groups for individual nights—Monday, Tuesday, etc. and program types such as comedies, westerns, news, etc.

Special emphasis is placed on news programs. Interview and man-on-the-street techniques are used, the interviewee being a member of the news department. This method has the double advantage of showing how big the station news department is and of introducing each member to the viewing audience so that each becomes a "personality" in his own right. Results of this campaign are already apparent in latest ARB ratings. The 10 p.m. news show outpulls the preceding programs. These 20-second promos are inexpensive to produce since they are done during regular shifts of the crew and the only out-of-pocket costs are for film.

Network and syndicated shows are promoted by 10-second slides produced by the station's art department, which employs unusual illustrations to keep them from falling into a promotional rut. This year an "antique" approach has been used (see illustration).

Topical Promotions ▪ Promotions are kept topical—especially when promoting a series. A person may tune in *Bonanza* and decide he does not like the series because he doesn't like one story line. To avoid this

tion plugging each other via their own medium. The station tells its listeners to get entry blanks from the newspaper and the paper tells its readers to listen to KCBS sport shows for results and other information.

Colgate's big Fab contest

Colgate-Palmolive Co. will kick-off a $253,000 giveaway promotion for its New Fab product on the Oct. 22 *Ed Sullivan Show* (CBS-TV, 8-9 p.m. EDT). All of Colgate's commercial time on the Oct. 22 show, including 30, 60, 90 and 120-second spots, will be devoted to news about the product and the giveaway. In addition Colgate, through its product agency, Ted Bates & Co., will support the promotion with an extensive spot and network tv campaign, five-color print newspaper ads in 70 top national markets, and full page color ads in consumer magazines.

The winner of the giveaway, to be chosen by a blindfold drawing from names submitted on official entry blanks, will receive a furnished seven-room "dream" house, a swimming pool, and two 1962 Ford Falcons—representing a total value of more than $50,000. Some 850 other prizes will be given including trailer homes, diamond ring sets and 13-day Caribbean cruises aboard a luxury liner.

The purpose of promotion is to highlight the introduction of New Fab on the national level. Colgate says Fab has been improved by means of an increase in its whitening power. Also being promoted is Fab's new modernized bright-blue and red packaging. Theme for the campaign is "a whole new way of life for you."

Big response for WJBO's 'adult' contest

WJBO-AM-FM Baton Rouge, La., proved that a good music station that doesn't run many audience hypo contests can do a successful job when it does.

The station collaborated with the local Pepsi Cola distributor (after stipulating that the promotion had to be conducted in an adult fashion) in a 10-week sales promotion contest in which the soft drink company offered $10,000 in prizes.

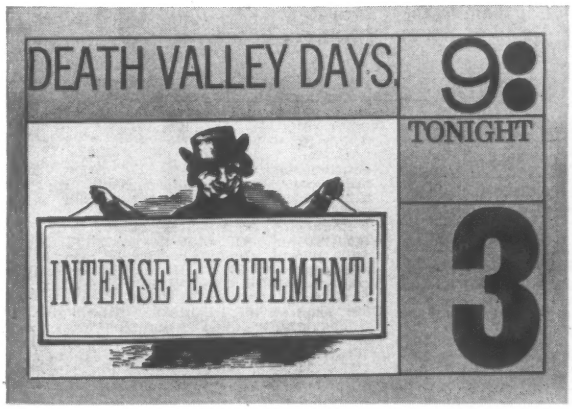
Treasure Chest entry boxes were placed in over 300 stores in WJBO's coverage area. Every hour throughout the day and night, the station read the name of an entrant who became eligible for a daily prize if he called the station within five minutes after his name was read on the air.

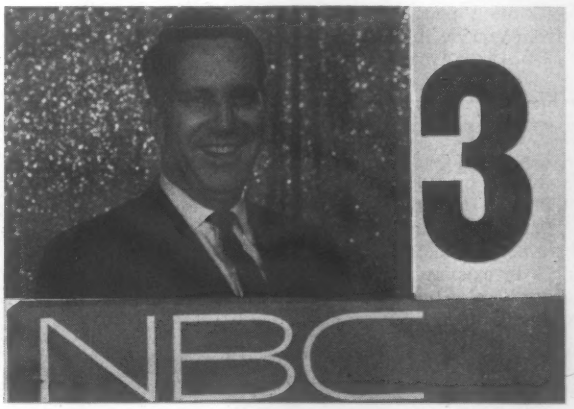
The station said it received 30% response from the calls—with some coming from such far away places as New Orleans, Lafayette and New Iberia. The contest drew 500,000, according to WJBO's tabulations and Pepsi Cola sales increased by 30% during the contest, the station reported.

Fm jazz audience surveyed

WJZZ Fairfield, Conn., an all-jazz fm station, in its first audience study, has found jazz listeners to be well-educated, high-income business and professional people.

Almost 80% of the 550 listeners surveyed are between the ages of 20 and 45. Forty-eight percent are college





"we think it important to sell each show or individual performance on its own. This is where we disagree with the networks. They produce some spots on a program series and run them over and over throughout the season."

KMTV has made considerable use of its sister station, KFAB radio. Specially-produced radio spots by tv personalities are used, the tv station buying time at the regular radio rates.

"Our current radio budget for time only will average between $900 and $1,000 monthly," says Mr. Sadler. "Our radio spots, like our tv spots, are tailored to the audience we are trying to reach."

Conversely, KFAB radio is using KMTV television as promotion, buying about $1,200 in time each month. The result has been a constantly improving audience position, according to Manager Lyell Bremser.

Works Both Ways ▪ "In the past five years we have tried almost every conceivable vehicle for audience promotions," says Mr. Bremser. "But not until we began buying television time, a little over two years ago, did our audience begin to climb appreciably. Our position, audience-wise, has been constantly improving. During the past two years the use of newspaper has been negligible.

"Perhaps our outstanding effort has been on the early morning hours," Mr. Bremser continues. "That is the lead-in for the entire day. To do the job here we produced a variety of 'sound-on' tv spots —always with something in them to serve as a strong remembrance factor.

"Above all every effort was made to avoid the stereotype. As a result, people talk about our tv spots. And those tv spots have been a mighty factor in building an awareness that 'things happen' on KFAB radio.

"Our solid change in audience position is proof of that."

In summarizing his experience Mr. Sadler says he does not feel newspapers are "valueless" as advertising media and adds that some papers—those with big television feature departments—are better than others in audience promotion.

"We are simply stating that we are getting along very nicely without newspapers, thank you."

graduates while about 8% are college students. Almost 29% reported earning from $7,500-$10,000 annually. Almost 32% were in the $10,000-$20,000 bracket, while nearly 15% earned over $20,000.

No tea served at Boston radio party

It was a Boston radio party, and most likely tea was not served. In a unique radio "promotion," 175 radio executives from the New England area converged Oct. 3 on the city's Vendome Hotel for a dinner dance attended by more than 200 agency-advertiser people.

Purpose of the special event: to "sell" radio *en masse* direct to the buyers of time, using the first-hand, personal approach of the radio operators (and representatives) themselves. The party was held under the auspices of the Broadcast Executives Club of New England. Given away were prizes worth $3,500 and including four French poodles. Frank Browning, Badger & Browning & Partridge in Boston, the club's president, served as "host." According to Boston reports: this was the first turnout of station people in such proportion from outside the Boston area.

Welcome back!

Although competition between stations in the same market is usually stiff, it isn't always bitter. At least not in Bakersfield, Calif.

KLYD-TV was forced off the air for three days because of tower trouble. So KBAK-TV, a rival, devised this welcome for KLYD-TV's return to the air:

"Ch. 29 (KBAK-TV) is happy to welcome Ch. 17 (KLYD-TV) back on the air. The three Bakersfield television stations provide our community with the finest tv service found anywhere. Television is your best family entertainment."

The spot was aired 10 times between 4 p.m. and midnight the day KLYD-TV went back on the air.

Drumbeats...

Football party ▪ Paul H. Raymer Co., Chicago, held its 25th annual football party for Chicago agency personnel by taking a railroad car full of them to the Notre Dame-Oklahoma game in South Bend. Part of the trip was a lunch for the group furnished by WSBT-AM-TV South Bend, Ind., represented by Raymer.

Project fire control ▪ When a rural family of 10, including six children, was left homeless by a fire, WPTX Lexington Park, Md., came to the rescue with an on-the-air appeal. Result: several hundred dollars and articles of merchandise were received, in addition to a home.

Back to school in Detroit

WKMH Detroit got solid backing from the Michigan Education Assn. over its latest contest—a back to school promotion—and the event may become a state-wide project next year.

The contest, conducted on the evening *Dave Prince* show, required students to write essays in 25 words or less why they wanted to return to school. The station picked 10 winners, each of whom received transistor radios and watches.

The promotion was conceived by WKMH to help reduce the drop-out problem by encouraging students to return to school. It was endorsed by the Michigan Education Assn.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Oct. 5 through Oct. 11, and based on filings, authorizations and other actions of the FCC. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. CH—critical hours. •—educational. Ann.—Announced.

New tv stations

APPLICATIONS

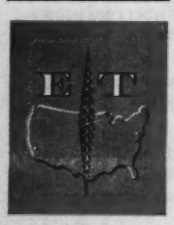
Rochester, N. Y.—Channel 13 of Rochester. Vhf. ch. 13 (210-216 mc); ERP 316 kw vis., 290 kw aur. Ant. height above average terrain 304.25 ft.; above ground 375.4 ft. Estimated construction cost $938,050; first year operating cost $750,000; revenue $1,250,000. P.O. address 34 Green Place, New Rochelle, N. Y. Studio location Rochester; trans. location near Rochester. Geographic coordinates 43° 05′ 35.7″ N. lat., 77° -32′ 48.5″ W. long. Trans. RCA TT-35-CH; ant. RCA TF-12-AH. Legal councel Lauren A. Colby, Washington, D. C.; consulting engineer John H. Mullaney & Assoc., Washington. **Anthony R. Tyrone,** sole owner, is executive vice president and 24.5% stockholder of The Hamilton Fund Inc. Applicants requests STA to operate station pending action by commission.

Rochester, N. Y.—Star Tv Inc. Vhf ch. 13 (210-216 mc); ERP 316 kw vis.; 158 kw aur. Ant. height above average terrain 500 ft.; above ground 349 ft. Estimated construction cost $1,350,000; first year operating cost $1,400,000; revenue $1,600,000. P.O. address 339 East Ave., Rochester. Studio location Rochester; trans. location Brighton, N. Y. Geographic coordinates 43° 08′ 09″ N. lat., 77° 35′ 00″ W. long. Trans. GE TT-51-B; ant. GE TY-53-A3. Legal counsel Fly, Shuebruk, Blume & Gaguine, Washington, D. C.; consulting engineer A. Earl Cullum Jr. & Assoc., Dallas, Tex. Principals include **Maurice R. Forman** (20%), **Robert S. Kieve,** (15%), **Isaac Gordon, Fred Forman** (each 14%), **Gilbert J. C. McCurdy, James M. Trayhern Jr., Edward Menden** (each 5%) and others. Maurice Forman is majority stockholder of WGVA Geneva, WTLB Utica, and WBBF Rochester, all New York, and has real estate interests; Mr. Kieve is general manager of WBBF; Mr. Gordon has real estate, electric and transportation interests and owns hotel; Fred Forman is attorney; Mr. McCurdy owns 25% of department store; Mr. Trayhern has been executive director of production of WROC-TV Rochester; Mr. Menden is attorney and is stockholder in WGVA, WTLB and WBBF. Ann. Oct. 11.

•Rochester, N. Y.—Rochester Area Educational Tv Assn. Inc. Vhf ch. 13 (210-216 mc); ERP 316 kw vis., 158 kw aur. Ant. height above average terrain 500 ft.; above ground 346 ft. Estimated construction cost $637,591; first year operating cost $439,076. P.O. address 410 Alexander St., Rochester 7. Studio and trans. location Rochester. Geographic coordinates 43° 08′ 08″ N. lat., 77° 35′ 04″ W. long. Trans. GE TT-51-B; ant. GE TY-70-H. Legal counsel Krieger & Jorgensen, Washington, D. C.; consulting engineer George P. Adair Engineering Co., Washington. Applicant is non-profit corporation. Requests STA to operate station pending action by commission. Ann. Oct. 11.

Syracuse, N. Y.—Ivy Bcstg. Inc. Vhf ch. 9 (186-192 mc); ERP 100 kw vis., 50 kw aur. Ant. height above average terrain 1,000 ft.; above ground 463 ft. Estimated construction

EDWIN TORNBERG
& COMPANY, INC.



Negotiators For The Purchase And Sale Of
Radio And TV Stations
Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 2-7475
Washington—1426 "G" St., N.W., Washington, D.C. • DI 7-8531

cost $869,427; first year operating cost $1,200,000; revenue $1,260,000. P.O. address 127 W. State St. Ithica, N. Y. Studio location Syracuse; trans. location southeast of Syracuse. Geographic coordinates 42° 56' 47" N. Lat., 76° 01' 32" W. Long. Trans. RCA TT-11-AH; ant. RCA TF-12-AH. Legal counsel Davies, Hardy & Schenck, New York; consulting engineer, John H. Mullaney & Assoc., Washington, D. C. **Ivy Bcstg. Inc.** is licensee of WOLF Syracuse, WTKO and WEIF(FM) Ithaca, WBIV(FM) Wethersfield, WMIV(FM) South Bristol, WOIV(FM) DeRuyter, and WJIV(FM) Cherry Valley, all New York. Applicant requests STA to operate station pending action by commission. Ann. Oct. 11.

New am stations

ACTION BY FCC

Sag Harbor, N. Y.—The Hamptons Bcstg. Co. Granted 1600 kc, 500 w D. P.O. address c/o Fitzgerald Smith, 19 Howard St., Sag Harbor. Estimated construction cost $17,000, first year operating cost $35,000, revenue $48,000. **Fitzgerald Smith,** sole owner, is radio-tv producer-writer. Action Oct. 4.

Existing am stations

ACTIONS BY FCC

KPER Gilroy, Calif.—Granted increased power from 1 kw to 5 kw, with DA, continuing operation on 1290 kc, D; engineering conditions. Action Oct. 4.

WBIA Augusta, Ga.—Granted increased daytime power on 1230 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; engineering conditions. Action Oct. 4.

WBBT Lyons, Ga.—Granted increased daytime power from 250 w to 1 kw, continued operation on 1340 kc, 250 w-N; engineering conditions. Action Oct. 4.

WTIF Tifton, Ga.—Granted increased daytime power from 250 w to 1 kw, continued operation on 1340 kc, 250 w-N; engineering conditions and without prejudice to such action as commission may deem warranted as result of final determination with respect to application of WDMG Inc. for renewal of license of WDMG Douglas, Ga. Action Oct. 4.

WFAI Fayetteville, N. C.—Granted increased daytime power on 1230 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions; remote control permitted. Action Oct. 4.

WISP Kinston, N. C.—Granted increased daytime power on 1230 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; engineering conditions. Chmn. Minow and Comr. Lee dissented. Action Oct. 4.

WTOL Toledo, Ohio—Granted increased daytime power from 250 w to 1 kw, continued operation on 1230 kc, 250 w-N; remote control permitted; engineering conditions and construction not to commence until decision has been reached in proceeding on application of WCOL Columbus for like increased daytime power, and in event WCOL application is granted, WTOL not to commence program tests until WCOL is similarly authorized. Chmn. Minow dissented. Action Oct. 4.

WNOK Columbia, S. C.—Granted increased daytime power on 1230 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; engineering conditions. Chmn. Minow and Comr. Lee dissented. Action Oct. 4.

WOLS Florence, S. C.—Granted increased daytime power on 1230 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; engineering conditions. Action Oct. 4.

APPLICATIONS

WLTC Gastonia, N. C.—Mod. of license to change station location from Gastonia to East Gastonia-Gastonia, both North Carolina. Ann. Act. 10.

WIGL Superior, Wis.—Mod. of cp (which authorized new am station) to increase power from 500 w to 1 kw, install new trans., change station location to Duluth, Minn.-Superior, Wis., and specify studio location in Superior. Ann. Oct. 10.

New fm stations

APPLICATIONS

Holland, Mich.—Holland Bcstg. Co. 96.1 mc; 2.91 kw. Ant. height above average terrain 86 ft. P.O. address 5 E. Eighth St., Holland. Estimated construction cost $12-591; first year operating cost $14,100; revenue $14,500. Principals: **W. A. Butler, W. C. Wichers, Nelson Bosman, F. H. Marsilje, P. T. Cheff, M. C. Westrate** (each 16.66%), who own similar interests in WHTC Holland. Ann. Oct. 5.

Tulsa, Okla.—Tulsa Bcstg. Co. 105.1 mc; 8.25 kw. Ant. height above average terrain 1,190 ft. P.O. address box 9697, Tulsa. Estimated construction cost $35,500; first year operating cost $34,776; revenue $44,025. Applicant is licensee of KTUL-TV Tulsa. Ann. Oct. 4.

Erie, Pa.—Gibraltar Enterprises Inc. 97.9 mc; 37.8 kw. Ant. height above average terrain 612 ft. P.O. address 3514 State St., Erie. Estimated construction cost $32,872; first year operating cost $35,000; revenue $35,000. Applicant is licensee of WICU-AM-TV Erie. Ann. Oct. 4.

Ownership changes

ACTIONS BY FCC

KTUC Tucson, Ariz.—Granted transfer of negative control by G. M. and E. W. Krampert through sale of their 50% interest to Ben L. Slack, Robert Lebsock and Van Haaften; consideration $103,725. Action Oct. 4.

KMET Paradise, Calif.—Granted assignment of cp and license (1) from Douglas F. Mariska and Howard T. Churchill to Mr. Mariska; no monetary consideration, and (2) from Mr. Mariska to Komet Radio Inc. (Mr. Mariska, 61.45%, Mr. Churchill, 11.10%, and 18 others, 27.45%); newcomers to pay $14,000. Action Oct. 4.

KQBY-AM-FM San Francisco, Calif.—Granted assignment of licenses from Sherwood R. Gordon to Atlass Bcstg. Inc. (Patricia Powell Atlass, president); consideration $720,000. By memorandum opinion and order, commission dismissed petition by the National Assn. of Broadcast Employes and Technicians, AFL-CIO, and its Local Union No. 51 to deny applications on ground that assignments would cause displacement of radio station personnel and be otherwise contrary to public interest. Commission held that, nothwithstanding petitioner's failure to show standing, it gave careful consideration to allegations and was of view that NABET had failed to allege any matter requiring commission to accord hearing and that alleged dealings with union involve business management and policy, matters which Supreme Court has held are not within the supervisory control of commission. Chmn. Minow and Comr. Bartley dissented. Action Oct. 4.

KAGR Yuba City, Calif.—Granted assignment of license to B. B. Ballard and M. A. Behr, d/b as Ballard and Behr Enterprises; consideration $30,000. Action Oct. 4.

■ Commission granted (1) renewal of license of WXXX Hattieburg, Miss., and (2) assignment of license from Broadcast Development Co. to WXXX Inc. (George P. Mooney, president, and other stockholders have individual or collective interests in WKGN Knoxville, Tenn., WBSR Pensacola, Fla., WDXI-AM-TV Jackson, and WDXN Clarksville, both Tennessee); consideration $100,000. Chmn. Minow and Comr. Bartley dissented. Action Oct. 4.

WROC-FM Rochester, N. Y.—Granted assignment of license and SCA to Veterans Bcstg. Inc. (WROC-TV); consideration $48,700 and agreement to refrain from acquiring directly or indirectly any interest in any radio or tv station whose principal location is Rochester, or whose main trans. location is within 35 miles of Rochester, for five years. Chmn. Minow abstained from voting. Action Oct. 4.

WSHH Latrobe, Pa.—Granted assignment of license to Tayloradio Corp. (K. W. Horton, president, has interest in WELM Elmira, N. Y.); consideration $60,000. Action Oct. 4.

WAGR Lumberton, S. C.—Granted relinquishment of negative control by Albert and Linda W. Kahn and Denzell M. and Lou C. Shaver, as family groups, through issuance of 30 shares of stock each to George E. Gautney and Carl T. Jones in payment of $3,000 consultant fee and 20 shares to Milton A. Newsome in payment for his work as chief engineer of WAGR. Action Oct. 4.

WOGA Chattanooga, Tenn.—Granted (1) renewal of license and (2) assignment of license to Dick Bcstg. Inc. of Chattanooga (WQOK Greenville, S. C., and WIVK Knoxville, Tenn.); consideration $90,000. Comr. Bartley issued dissenting statement in which Chmn. Minow joined. Action Oct. 4.

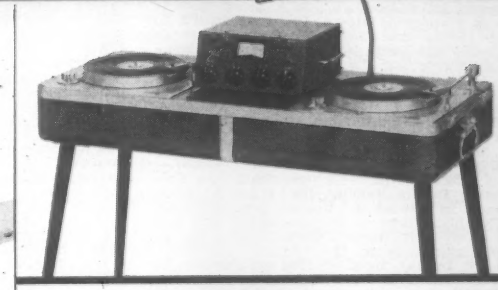
APPLICATIONS

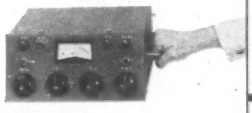
WAHR-FM Huntsville, Ala.—Seeks assignment of license from **James A. Hornbuckle** to **WAHR Inc.,** new corporation consisting of Mr. Hornbuckle (66.2%) and **William R. Lane** (33.2%); no financial consideration involved. Mr. Lane is present operations manager of WAHR-FM. Ann. Oct. 5.

KSEA San Diego, Calif.—Seeks transfer of all outstanding shares of stock in **Sea-**

THE TELE-COMMUNICATIONS
PORTA-CASTER
Model 675

Size: 13" x 19" x 46½"
Weight: 90 lbs.
Console only 13 lbs.
Cabinet: Grey unbreakable fiberglass and aluminum with removable legs and cover.





Console completely self-contained (including monitor amplifier) and may be removed for remote broadcasts.

A COMPLETE, COMPACT TRANSISTORIZED PORTABLE UNIT FOR STUDIO OR REMOTE USE

INPUT CONTROLS:
2 Turntables with cue position, 1 Microphone Control with two inputs, 1 Remote Control with high level inputs.

OUTPUT CONNECTIONS:
1 Line Output, 1 P.A. Output with control, 1 External Speaker Output, 1 Phone Output.

EQUIPMENT:
Includes 2 Rek-O-Kut, Rondine B-12 Turntables, 2 Presto PA-1 Tone Arms (with snaplock), 2 G.E. Type 4G-050 Triple Play Cartridges.

FOR INFORMATION CONTACT
TELE-COMMUNICATIONS CORP.
AN AFFILIATE OF TELEBROADCASTERS, INC.
50 DRUMM STREET, SAN FRANCISCO, CALIFORNIA • YUkon 2-4314

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING Oct. 12

	ON AIR Lic.	Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,600	40	99	850
FM	874	53	169	156
TV	487[1]	68	82	112

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING Oct. 12

	VHF	UHF	TV
Commercial	468	85	553
Non-commercial	38	18	56

COMMERCIAL STATION BOXSCORE

Compiled by FCC Sept. 30

	AM	FM	TV
Licensed (all on air)	3,600	876	487[1]
Cps on air (new stations)	35	45	59
Cps not on air (new stations)	154	193	92
Total authorized stations	3,789	1,114	657
Applications for new stations (not in hearing)	532	98	32
Applications for new stations (in hearing)	166	26	43
Total applications for new stations	698	124	75
Applications for major changes (not in hearing)	504	71	41
Applications for major changes (in hearing)	116	7	13
Total applications for major changes	620	78	44
Licenses deleted	0	2	0
Cps deleted	1	0	1

[1] There are, in addition, nine tv stations which are no longer on the air, but retain their licenses.

board Bcstg. Inc. from **Alex M. Victor** to **Clark L. Sutton** (72.91%), **William E. Youstler** (19.27%) and **Willard P. Shultes** (7.7%,) d/b as Sound-Deck Inc.; total consideration $11,447.46, plus additional expenses incurred by transferor pending commission approval of transaction. Sound-Deck Inc. is high-fidelity equipment sales and service firm. Ann. Oct. 11.

KDUO(FM) Riverside, Calif.—Seeks assignment of license and SCA from **Southeastern California Bcstg. Co.** to **Howard L. Tullis** (55%) and **John P. Hearne,** (45%) d/b as **KFXM Bcstg. Co.**; consideration $60,000. KFXM Bcstg. Co. is licensee of KFXM San Bernardino, Calif.; Mr. Tullis owns 52% of KEAP Fresno, Calif.; Mr. Hearne owns 20.9% of KVEN-AM-FM Ventura, Calif.; Messrs. Tullis and Hearn owns 50% each of KDEO El Cajon, and KAFY Bakersfield, both California. Ann. Oct. 4.

KUDU-AM-FM Ventura-Oxnard, Calif.—Seeks transfer of 50% of stock in **Tri-Counties Public Service Inc.** from **Virginia Wallace** to **Russel L. Furse**; consideration $25,000. Mr. Furse is tv consultant and has 10% interest in Santa Maria, Calif., tv ch. 4 application. Ann. Oct. 5.

KLMR Lamar, Colo.—Seeks assignment of license from **Southeast Colorado Bcstg. Co.** to **KLMR Inc.**; consideration $158,000 plus value of other assets and minus liabilities of assignor corporation as of closing date. Sole stockholder of assignee, **Douglas D. Kahle,** is Western representative of Edwin Tornberg & Co. Ann. Oct. 5.

KCSJ-AM-TV Pueblo, Colo.—Seeks assignment of license from **Star Bcstg. Inc.** to **Metropolitan Tv Co.**; no financial consideration involved. Application is contingent on grant of application for transfer of control of Star to Metropolitan (FOR THE RECORD, Oct. 9). Ann. Oct. 10.

KCSJ Pueblo, Colo.—Seeks assignment of license from **Metropolitan Tv Co.** to **William M. White Jr., Mahlon T. White** (each 40%) and others, d/b as **Sangre de Cristo Bcstg. Corp.**; total consideration $210,200. Mahlon White is president of bank; William White has no other business interests. Application is contingent upon (1) assignment of license of KCSJ-AM-TV to Metropolitan (above) and (2) transfer of control Star Bcstg. Inc. to Metropolitan (FOR THE RECORD, Oct. 9). Ann. Oct. 10.

WSUZ Palatka, Fla.—Seeks assignment of license from **Raymond P. McMillin** to **Neal C. Owings,** d/b as **WSUZ Inc.**; consideration assumption of liabilities. Mr. Owings is commercial manager of WMIE Miami, Fla. Ann. Oct. 5.

Hearing cases

FINAL DECISIONS

■ Commission gives notice that Aug. 17 initial decision which looked toward granting application of Peach Bowl Bcstrs. Inc., to increase daytime power of KUBA Yuba City, Calif., from 1 kw to 5 kw, continued operation on 1600 kc, 500 w-N, DA-N became effective Oct. 6 pursuant to Sec. 1.153 of rules. Action Oct. 10.

■ Commission gives notice that Aug. 14 initial decision which looked toward granting application of Shenandoah Life Stations Inc. to increase power of WSLS-FM Roanoke, Va., from 21 kw to 202 kw and ant. height from 1,890 ft. to 1,892 ft., continued operation on 99.1 mc; engineering condition became effective Oct. 3 pursuant to Sec. 1.153 of rules. Action Oct. 9.

INITIAL DECISIONS

■ Hearing examiner Elizabeth C. Smith issued initial decision looking toward granting applications of Radio Station WAYX Inc. (WAYX) Waycross, Ga., Radio Gainesville Inc. (WGGG) Gainesville, Fla., Fisher Bcstg. Inc., (WSOK) Savannah, Ga., and The Laurens County Bcstg. Co. (WXLI) Dublin, Ga., for increased daytime power from 250 w to 1 kw, continued operation on 1230 kc, 250 w-N, each with interference condition and additional engineering condition to WSOK. Action Oct. 11.

■ Hearing examiner Elizabeth C. Smith issued initial decision looking toward granting applications of Middle South Bcstg. Co. (WBML) Macon, Ga., and Ben Hill Bcstg. Corp. (WBHB) Fitzgerald, Ga., for increased daytime power from 250 w to 1 kw, continued operation on 1240 kc, 250 w-N, both with interference condition. Action Oct. 11.

■ Hearing examiner Annie Neal Huntting issued initial decision looking toward granting application of Robert E. Podesta and Marcella Podesta for new Class B fm station to operate on 103.3 mc; ERP 1.67 kw; ant. height 568 ft., in Santa Clara, Calif. Action Oct. 11.

■ Hearing examiner Herbert Sharfman issued initial decision looking toward granting application of McLean County Bcstg. Co. for new am station to operate on 1440 kc, 1 kw, DA, D, in Normal, Ill. Action Oct. 6.

OTHER ACTIONS

■ Commission, by letter, denied request of Tucson Radio Inc. (KVET) Tucson, Ariz. to vacate July 26 initial decision (which became effective Sept. 14 granting application of Pan-American Radio Corp. for new am station to operate on 1600 kc, 1 kw D, in Tucson) and require Pan-American to amend its application so as to eliminate receiver image interference to KVET which operates on 690 kc. Action Oct. 4.

■ By memorandum opinion and order, commission denied petition by Broadcast Bureau to enlarge issues to include Sec. 3.35 consideration as to applicant Robert F. Neathery, Fredericktown, Mo., in am proceeding in Doc. 13060 et al. Chmn. Minow and Comr. Bartley dissented. Action Oct. 4.

■ By memorandum opinion and order, commission granted petition by Evangeline Bcstg. Inc., to the extent of dismissing its application for new tv station to operate on ch. 3 in Lafayette, La. (June 6 initial decision looked toward granting application of Acadian Tv Corp. for new tv station to operate on ch 3 in Lafayette, and denying applications of Evangeline Bcstg. Inc., seeking same facility and KTAG Assoc. for mod. of cp to specify operation of station KTAG-TV on ch 3 instead of ch 25 in Lake Charles, La.) Action Oct. 4.

■ By memorandum opinion and order, commission dismissed as moot petition by Burlington Bcstg. Co., Burlington, N. J., for review of examiner's denial to add sufficiency of funds issue relative to applicant John J. Farina, tr/as Mt. Holly-Burlington Bcstg. Co., Mt. Holly, N. J., in am proceeding in Docs. 13931-3. Action Oct. 4.

■ By order, commission finalized its action of June 1 in granting, without hearing, applications for assignment of licenses of WAMV-AM-FM (now WEBR-AM-FM) East St. Louis, Ill., from Hess-Hawkins Co. to Stanlin Inc. In so doing, it withdrew order of July 3 which reopened matter for further consideration because of certain communications objecting that assignment would deprive locality of "good music" programming. Objecting parties did not respond to commission letters of inquiry for further information, and applicants showed availability of "good music" station in East St. Louis area. Action Oct. 4.

■ By memorandum opinion and order, commission denied petition by Rollins Telecasting Inc. (WPTZ ch. 5 North Pole, N. Y.), requesting that commission report and order of Aug. 3, which assigned third vhf channel (ch 5) to Rochester, N. Y., be conditioned to right of WPTZ ultimately to operate with power of 100 kw ERP and ant. height of 2,000 ft above average terrain. Commission held modification unnecessary because its Aug. 3 action does not jeopardize consideration of application by WPTZ to increase in facilities. Comrs. Craven and Cross absent. Action Oct. 4.

■ By memorandum opinion and order, commission waived Secs. 1.308 and 1.310 of "multiple application" rule to extent of accepting for filing as of date tendered (Aug. 8) application of WJAC Inc. to increase daytime power of WJAC Johnstown, Pa., from 250 w to 1 kw, continued operation on 1400 kc, 250 w-N. Action Oct. 4.

Barren County Bcstg. Co., John M. Barrick, Glasgow, Ky.—Designated for consolidated hearing applications for new daytime am stations to operate on 1440 kc, 1 kw. Action Oct. 4.

Ridge Radio Corp., Windber, Pa.—Reinstated application of Ridge Radio for new am station to operate on 1350 kc, 1 kw, D and designated it for consolidated hearing with Windber Community Bcstg. System for new am station to operate with the same facilities in Windber. (Court of Appeals on June 8 reversed order of commission dismissing Ridge application and held it entitled to comparative consideration with Windber.) Action Oct. 4.

KPOR Quincy, Wash.—Designated for hearing application for renewal of license on issues concerning unauthorized transfer of ownership or control, misrepresentations and omissions of material facts, and repeated and willful violations of rules. Action Oct. 4.

■ By memorandum opinion and order, commission granted petition by Community Bcstg. (WTOL) Toledo, Ohio, for reconsideration of June 21 grant to Waterwonderland Bcstg. Inc. for increased daytime power of WSTR Sturgis, Mich., from 250 w to 1 kw, with continued operation on 1230 kc, 250 w-N, to extent of recognizing that WSTR operating with 1 kw day causes 2.63% interference to 250 w service area of WTOL. However, effects of this interference can be eliminated by WTOL similarly operating with 1 kw day. Action Oct. 4.

PROFESSIONAL CARDS

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DALLAS 9, TEXAS
MElrose 1-8360
Member AFCCE

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Republic 7-6646
Washington 5, D. C.
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OLiver 2-8520

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Radio-Television
Communications-Electronics
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Executive 3-1230 Executive 3-5851
Member AFCCE

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Associate
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Riverside, Ill. (A Chicago suburb)
Member AFCCE

HAMMETT & EDISON
CONSULTING RADIO ENGINEERS
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San Francisco 28, California
Diamond 2-5208

JOHN B. HEFFELFINGER
9208 Wyoming Pl. Hiland 4-7010
KANSAS CITY 14, MISSOURI

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617 Albee Bldg. Executive 3-4616
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Member AFCCE

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Cleveland 41, Ohio
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Member AFCCE

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Austin 17, Texas
GLendale 2-3073

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DIRECTIONAL ANTENNAS
232 S. Jasmine St. DExter 3-5562
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Routine roundup

■ Commission granted petition by Lake Huron Bcstg. Corp. and extended to Oct. 20 time to file replies to oppositions to its petition for partial reconsideration of report and order on interim policy on vhf channel assignments to include Saginaw-Flint-Bay City, Mich., within group of major markets to which additional vhf tv channel would be assigned. Action Oct. 3.

ACTIONS ON MOTIONS

By Chairman Newton N. Minow

■ Granted motion by Pier San Inc., Larned, Kan., and corrected in various respects transcript of oral argument in proceeding on its am application, et al. Action Oct. 6.

■ Granted petition by Acadian Tv Corp. and extended to Oct. 5 time to file replies to exceptions in Lake Charles-Lafayette, La., tv ch 3 proceeding. Action Oct. 4.

■ Granted motion by WIBC Inc., Indianapolis, Ind., and corrected as requested transcript of June 8 oral argument in Indianapolis, Ind., tv ch 13 proceeding. Action Sept. 29.

By Commissioner Frederick W. Ford

■ Granted petition by Acadian Tv Corp. and extended to Oct. 23 time to file replies to exceptions in Lake Charles-Lafayette, La., tv ch 3 proceeding. Action Oct. 5.

■ Granted petition by Suburban Bcstg. Inc., Jackson, Wis., and extended to Oct. 16 time to respond to opposition to Suburban's petition to enlarge issues and reopen record filed by Beacon Bcstg. System Inc., Grafton-Cedarburg, Wis., in proceeding on their am applications. Action Oct. 5.

By Acting Chief Hearing Examiner Jay A. Kyle

■ Scheduled prehearing conference on Nov. 3 in proceeding on am applications of Little Joe Enterprises (WJOE) Ward Ridge, Fla., and Sarasota-Charlotte Bcstg. Corp., Englewood, Fla. Action Oct. 4.

■ Granted petition by Rollins Bcstg. of Delaware Inc., for leave to amend its application for new fm station in Wilmington, Del., to specify operation on 98.5 mc in lieu of 102.5 mc, removed from hearing status and returned amended application to processing line; granted application of Howard F. Reber and Frank A. Franco for new class B fm station to operate on 102.5 mc, ERP 1 kw, ant. height 488.2 ft., in Reading, Pa. Action Oct. 2.

■ Granted petition by Radio Temple and dismissed without prejudice its application for new am station in Temple, Tex.; retained in hearing status am application of Georgetown Bcstg. Co., Georgetown, Tex. Action Oct. 2.

By Hearing Examiner Asher H. Ende

■ Granted petition by Broadcast Bureau and extended from Oct. 2 to Oct. 10 time for filling proposed findings and from Oct. 16 to Oct. 24 for replies, in proceeding on application of Wireline Radio Inc., for renewal of license of WITT Lewisburg, Pa. Action Sept. 29.

■ Granted motions by American Bcstg.-Paramount Theatres Inc. (WABC & aux.) New York, N. Y., Broadcast Bureau, and in part motion by KSTP Inc. (KOB) Albuquerque, N. M., and corrected in various respects transcript of Sept. 8 prehearing conference; on own motion, further corrected transcript in proceeding on applications of KSTP for mod. of cp and American for renewal of license. Action Sept. 28.

By Hearing Examiner Charles J. Frederick

■ Granted petition by Broadcast Bureau and extended from Oct. 11 to Oct. 25 time to file proposed findings and conclusions in proceeding on application of United Tv Co. of New Hampshire for cp to change facilities of WMUR-TV (ch 9) Manchester, N. H. Action Oct. 5.

By Hearing Examiner Millard F. French

■ Upon oral motion by Winfield Bcstg. Co., Winfield, Kan., and with consent of other parties, extended from Oct. 2 to Oct. 6 time for exchange of non-engineering and lay exhibits in proceeding on its am application, et al. Action Sept. 29.

■ Upon oral motion by Broadcast Bureau, and with consent of other parties, continued 9:30 a.m., Oct. 2, prehearing conference to Oct. 3, same time, in proceeding on applications of Bi-States Co. (KHOL-TV) Kearney, Neb., and Topeka Bcstg. Assn. Inc. (WIBW-TV) Topeka, Kan., for cps for new trans. sites. Action Sept. 29.

By Hearing Examiner Walther W. Guenther

■ Granted joint request by applicants and continued prehearing conference from Oct. 6 to Nov. 6 and hearing from Oct. 30 to Nov. 30 in proceeding on applications of Higson-Frank Radio Enterprises and Irving E. Penberthy for new am stations in Fresno, Calif. Action Oct. 3.

■ Formalized rulings made on record; granted petition by Audio House Inc., insofar as accepting amendment to its application to change operation of fm station KRPM San Jose, Calif., to change trans. location, height of ant. and ERP, but denied petition insofar as it requested retention in hearing status; removed amended application from hearing docket and returned to processing line. Action Oct. 2.

■ Pursuant to agreement reached by all parties at Sept. 29 further prehearing conference in proceeding on am applications of Seward Bcstg. Inc., Marion, and Saltville Bcstg. Corp., Saltville, both Virginia, ordered that applicants' exhibits will be exchanged on or before Oct. 23; and over objections of counsel for Saltville at Sept. 27 oral argument and Sept. 29 further prehearing conference continued Oct. 11 hearing to Oct. 30. Action Sept. 29.

By Hearing Examiner Annie Neal Huntting

■ Upon oral agreement of parties, continued Oct. 10 prehearing conference to Oct. 11, at 9:00 a.m., in proceeding on fm applications of Young People's Church of the Air Inc. and WJMJ Bcstg. Corp., both Philadelphia, Pa. Action Oct. 4.

■ On petition by Ybor City Bcstg. Co., Ybor City, Fla., changed dates for various procedural steps and postponed hearing from Oct. 12 to Nov. 8 in proceeding on its application and Johnson Bcstg. Corp., Indian Rocks Beach, Fla., for new am stations. Action Oct. 3.

■ On own motion advanced Oct. 10 prehearing conference to 9:00 a.m., same date, in proceeding on fm applications of Young People's Church of the Air Inc., and WJMJ Bcstg. Corp., Philadelphia, Pa. Action Sept. 29.

■ Granted petition by Portage County Bcstg. Corp. for leave to amend its am application to change city designation from Kent-Ravenna, Ohio, to Kent, Ohio. Action Sept. 28.

By Hearing Examiner H. Gifford Irion

■ On own motion, continued Oct. 9 hearing to Oct. 18 in proceeding on fm applications of Lakeshore Bcstg. Inc., Racine, Wis., et al. Action Oct. 2.

■ Changed date for commencement of hearing from Oct. 16 to Nov. 13 in proceeding on fm applications of Plains Radio Bcstg. Co. for (1) additional time to construct KRKY(FM) Denver, Colo.; WFFM (FM) Cincinnati, Ohio; KFMV(FM) Minneapolis, Minn.; KFMC(FM) Portland, Ore., and KPRN(FM) Seattle, Wash., and (2) assignment of cps for those stations to United Communications Inc. Action Oct. 2.

By Hearing Examiner David I. Kraushaar

■ Denied motion by Dale H. Mossman, Norwood, Ohio, for postponement of Oct. 9 hearing in proceeding on am applications in Docs. 14125-8. Action Oct. 3.

■ Directed Kenosha Bcstg. Inc., Kenosha, Wis., applicant for new fm station in Kenosha, Wis., requesting scheduling of new hearing date, to file supplemental petition supported by affidavit or affidavits of facts not later than by close of business Oct. 23, and deferred ruling on its petition until such supplemental petition is filed and all parties have had opportunity to reply to same. Action Oct. 2.

■ Granted motion by Broadcast Bureau and continued sine dine Oct. 2 hearing in proceeding on am applications of Creek County Bcstg. Co., Sapulpa, Okla., et al. Action Sept. 29.

By Hearing Examiner Jay A. Kyle

■ Pursuant to agreement among all concerned, ordered that hearing shall be resumed Oct. 11 at 9:30 following recess on Oct. 9 in proceeding on am applications of Burlington Bcstg. Co., Burlington, N. J., et al. Action Oct. 6.

By Hearing Examiner Elizabeth C. Smith

■ Granted oral motion made at Oct. 4 prehearing conference by Skyline Bcstrs. Inc. for leave to amend its application for new am station in Klamath Falls, Ore., to reflect that Ray K. Coddington is sole owner of Skyline, including amended stock subscription agreement and detailed explanation of financial planning and operation of station and certain engineering changes of minor character. Action Oct. 4.

■ Pursuant to agreement at prehearing conference, scheduled further hearing on Oct. 6 in proceeding on application of Skyline Bcstrs. Inc. for new am station in Klamath Falls, Ore. Action Oct. 4.

■ Scheduled prehearing conference on Oct. 9 in Municipal Building, Farmington, N. M., in proceeding on applications of San Juan Non-Profit Tv Assn. for new tv translator stations in Farmington-Bloomfield Highway Area and Huerfano-Bloomfield Highway Area. Action Oct. 3.

■ Pursuant to agreement at prehearing conference, scheduled hearing for Nov. 27 in proceeding on application of Radio Americana Inc. for new am station in Baltimore, Md. Action Oct. 3.

■ On own motion, rescheduled from Oct. 10 to Oct. 24 prehearing conference in proceeding on applications of Chronicle Publishing Co. (KRON-TV) and American Bcstg.-Paramount Theatres Inc. (KGO-TV) both San Francisco, Calif., in Doc. 12865-6. Action Oct. 3.

■ Pursuant to agreement of counsel at Oct. 2 prehearing conference, scheduled hearing for Nov. 13 in proceeding on application of Melody Music Inc. for renewal of license of WGMA Hollywood, Fla. Action Oct. 2.

BROADCAST ACTIONS
by Broadcast Bureau

Actions of Oct. 10

WBJA-TV Binghamton, N. Y.—Granted assignment of cp to WBJA-TV Inc.

WEPA-TV Erie, Pa.—Granted assignment of cp to WEPA-TV Inc.

WDLR Delaware, Ohio—Granted license for am station; condition.

***WMCO(FM) New Concord, Ohio**—Granted license for noncommercial educational fm station.

■ Granted licenses for following fm stations: WCUE-FM Akron, Ohio; WJBL-FM Holland, Mich.; WCNO Canton, Ohio; WDGO Cleveland, Ohio; WMER Celina, Ohio.

WWST-FM Wooster, Ohio—Granted license to use old main trans. as auxiliary trans. at main trans. location.

WJW Cleveland, Ohio—Granted license covering installation of new trans. as auxiliary trans.

WEXL Royal Oak, Mich.—Granted license to use old main trans. as auxiliary trans. at

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present main trans. location.

WTVB Coldwater, Mich.—Granted license covering installation of new auxiliary trans. at main trans. location.

WFIN Findlay, Ohio—Granted license to use old main trans. (main trans. location) as auxiliary trans. with remote control operation.

WBNS-FM Columbus, Ohio—Granted license to use old main trans. as auxiliary trans.

WABJ Adrian, Mich.—Granted license to use old main trans. (main trans. location) as auxiliary trans. with remote control operation.

WBOP Pensacola, Fla.—Granted cp to change ant.-trans. location (using NW tower of WCOA array), and make changes in ant. (decrease height) and ground systems; ant. 200 ft.

KCMC-FM Texarkana, Tex.—Granted mod. of cp to change ant.-trans. location (no change in site description); decrease ERP to 81 kw; and change type trans.

WYCR(FM) York-Hanover, Pa.—Granted mod. of cp to change ant.-trans. location; type trans., type ant.; decrease ant. height to 720 ft.; and increase ERP to 8 kw; remote control permitted.

KSTN-FM Stockton, Calif.—Granted extension of completion date to Oct. 30.

Actions of Oct. 9

KFDA Amarillo, Tex.—Granted involuntary transfer of control from Charles B. Jordan to Louise M. Jordan, executrix of estate of Charles B. Jordan.

WMRT Lansing, Mich.—Granted license for am station.

■ Granted licenses for following fm stations: WBRB-FM Mt. Clemens, Mich.; WRFD-FM Columbus-Worthington, Ohio; WMRT-FM Lansing, Mich.; WBEX-FM Chillicothe, Ohio; and WRMP Detroit, Mich.

WLDM(FM) Detroit, Mich.—Granted license covering increase in ant. height, decrease in ERP and installation of new trans. and ant. as auxiliary trans.

Duchesne County, Myton, Utah—Granted cps for new uhf tv translator stations on chs. 70 and 75 to translate programs of KLS-TV (ch. 5) and KCPX-TV (ch. 4) both Salt Lake City, Utah.

Harpster Tv Assn., Harpster, Idaho—Granted cp for new vhf tv translator station on ch. 9 to translate programs of KXLY-TV (ch. 4) Spokane, Wash.

***WUNC Chapel Hill, N. C.**—Remote control permitted.

KTRN, Texoma Bcstg. Co. of Wichita Falls, Tex., Wichita Falls, Tex.—Granted mod. of license to change name to T & O Bcstg. Co.

■ Granted cps for following new vhf tv translator stations: Alvarado Television Inc. on ch. 11 Casa Adobes and Cataline Foothills Additions, Tucson, Ariz., to translate programs of KVOA-TV ch. 4 Tucson, Ariz., condition; Old Pueblo Bcstg. Co. on ch. 11 Casa Adobes, Ariz. (KOLD-TV ch. 13, Tucson, Ariz.), conditions.

KTAC Tacoma, Wash.—Granted cp to install new trans.

Actions of Oct. 6

KRSC Othello, Wash.—Granted assignment of license to Kathleen Brownlow Ward and Dan and Jean Leary, his wife, d/b as Othello Radio.

WMUU Greenville, S. C.—Granted license covering increase in power and installation of new trans.

KWRE Warrenton, Mo.—Granted license covering increase in power and installation of new trans.

WNSL Laurel, Miss.—Granted license covering increase in power, installation of new trans. and specify type trans.

WKJB Mayaguez, P. R.—Granted mod. of license to change studio location and remote control point.

WPRP Ponce, P. R.—Granted mod. of license to change studio location; remote control permitted.

WDVA Danville, Va.—Granted cp to install alternate main trans. at main trans. location.

WNOB(FM) Cleveland, Ohio—Granted cp to change type trans. and decrease ERP to 70 kw; ant. height 390 ft.

WEIV(FM) Ithaca, N. Y.—Granted cp to install new trans. and increase ERP to 20 kw.

***WBJC(FM) Baltimore, Md.**—Granted cp to change ant.-trans. and main studio location; increase ERP to 800 w; install new ant.; make changes in ant. system and transmitting equipment, and change frequency to 91.5 mc.

WVGR(FM) Grand Rapids, Mich.—Granted mod. of cp to increase ant. height to 640 ft.; change type trans. and type ant.

WIGL Superior, Wis.—Granted mod. of cp to change tower location and type trans.; condition.

WAWA West Allis, Wis.—Granted mod. of cp to make changes in DA pattern.

■ Following stations were granted extensions of completion dates as shown: WPLM Plymouth, Mass., to Jan. 9, 1962; KLHS Lordsburg, N. M., to June 26, 1962; WOMC (FM) Detroit, Mich., to April 1, 1962; KXQR (FM) Fresno, Calif., to Nov. 30; WSBC-FM Chicago, Ill., to Dec. 30; KGUD-FM Santa Barbara, Calif., to Jan. 12, 1962; WINE(FM) Pittsburgh, Pa., to Nov. 8; KBFI(FM) Boise, Idaho, to Jan. 25, 1962; WWCO Waterbury, Conn., to April 14, 1962; WICH Norwich, Conn., to Nov. 18; WRAA Luray, Va., to Jan. 3, 1962; KTTS Springfield, Mo., to Nov. 27; WGSB Geneva, Ill., to Dec. 1, and WNBC New York, N. Y., to March 15, 1962, without prejudice to whatever action commission may deem appropriate in light of any information developed in pending inquiry concerning compliance with Sec. 317 of Communications Act, and to such action as commission may deem warranted as result of its final determinations with respect to: (1) conclusions and recommendations set forth in report of Network Study Staff; (2) related studies and inquiries now being considered or conducted by commission; and (3) pending anti-trust matters.

■ Following stations were granted extensions of authority to remain silent for periods shown: WFAW(FM) Fort Atkinson, Mo., to Jan. 2, 1962; KQRO(FM) Dallas, Tex., to Jan. 1, 1962, condition.

KARO(FM) Houston, Tex.—Granted extension of authority to Jan. 1, 1962 to remain silent; condition.

WIKC Bogalusa, La.—Granted authority to operate from sign-on at 7 a.m., to sign-off at 6 p.m., daily except for Friday and Saturday nights and special events when station may operate in accordance with licensed sign-off time.

KSID Sidney, Neb.—Granted authority to sign off at 6:30 p.m. for period ending Dec. 31.

KVAN Vancouver, Wash.—Granted mod. of cp to specify main studio location as Riveria Motel Block, Vancouver, change ant. location to NW corner parking area Hayden Island Amusement Park; remote control permitted.

■ Following stations were granted mod. of cps to change type trans.: KIBS, Bishop, Calif.; KDAB Arvada, Colo.; WHOP Hopkinsville, Ky.

WHFI(FM) Birmingham, Mich.—Granted authority to remain silent for period ending Jan. 2, 1962; conditions.

■ Following stations were granted extensions of completion dates as shown: WMRO-FM Aurora, Ill., to March 27, 1962, without prejudice to such further action as commission may deem warranted in light of *American Bcstg.-Paramount Theatres, v. F.C.C.*, Case Nos. 16264 and 16528; U. S. Court of Appeals for District of Columbia; KSGM Chester, Ill., to April 1, 1962; *KTOY(FM) Tacoma, Wash., to Dec. 20; KTSM-FM El Paso, Tex. to April 15, 1962; WOSC-FM Fulton, N. Y., to Dec. 30; WKVA Lewistown, Pa., to Nov. 30; WKDA Nashville, Tenn., to April 6, 1962; KUTY Palmdale, Calif., to Dec. 31, and WQSR Solvay, N. Y., to Nov. 30.

Actions of Oct. 5

WKTX Atlantic Beach, Fla.—Granted assignment of license to Good Music Bcstg. Co.; consideration $75,000.

WPRN, Radio Butler Co., Butler, Ala.—Granted assignment of license to Paul D. Nichols and Houston L. Pearce d/b under same name.

WJFC Jefferson City, Tenn.—Granted assignment of cp to Jefferson County Bcstg. Inc.

WSIB, Sea Island Bcstg. Co., Beaufort, S. C.—Granted assignment of cp to Lee J. Berry, T. D. Hiers, Julian S. Levin and T. R. Sams d/b under same name.

WUPY(FM) Lynn, Mass.—Granted license for fm station.

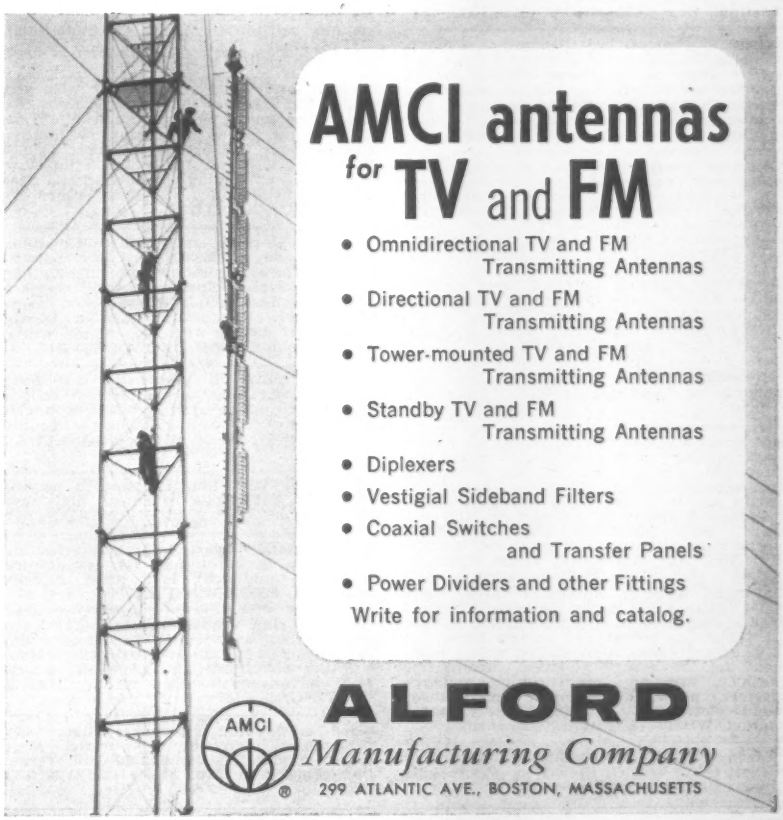
Granted licenses covering increase in daytime power and installation of new trans. for following stations: WLOG Logan. W. Va., and WKBV Richmond, Ind.

WWRL New York, N. Y.—Granted licenses covering changes in DA system and make changes in ground system (main & alt. main); conditioned to acceptance of such interference as may result from grant of pending proposal of Fitzgerald Smith to establish new standard broadcast station at Sag Harbor, N. Y.

Coulee City Tv Assn. Inc., Coulee City, Wash.—Granted cps for new vhf tv translator stations on chs. 10, 8 and 12 to translate programs of KXLY-TV (ch 4), KREM-TV (ch 2) and KHQ-TV (ch 6) all Spokane, Wash.

Duchesne City, Duchesne City and Straw-

Continued on page 103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Florida, east coast, medium metropolitan market. Minimum 2 years fulltime radio sales. Compensation depends entirely upon present income and past sales record. Good opportunity to advance within chain. Reply in confidence to Box 288H, BROADCASTING.

Radio station in Boston market seeks young, bright salesman. Direct selling experience necessary. Send resume. All replies confidential. Box 464H, BROADCASTING.

$15,000 is what we pay to start local radio salesman in eastern 3 million market. No swivel chair artists. After you've proven yourself you'll direct a staff of local salesmen. Opportunity and advancement unlimited with chain organization. Replies confidential. Box 475H, BROADCASTING.

Southern group—Top rated metro stations, expanding, seeking two potential managers as salesmen—30-40, married. Guarantee, moving, rapid advancement for creative producer. Area applicants preferred. Send photo—complete resume first letter. McLendon Broadcasting, Box 197, Jackson, Miss.

Immediate opening in local sales staff in single station market. Must be thoroughly experienced in radio sales. Personal interview a must. Contact General Manager KATE, Albert Lea, Minnesota.

Opportunity radio salesman. Salary plus commission. Good market. KFRO, Longview, Texas.

Salesman wanted: One of North Carolina's most modern and progressive radio stations (am and fm) has immediate opening for aggressive, alert salesman. Guaranteed salary against draw . . . depending on sales record and ability to produce on full-time sales. Send photo and full resume at earliest opportunity to: Clay Cline, WDBM, P.O. Box 1027, Statesville, North Carolina.

Salesman wanted: Minimum three years sales experience with network affiliated station required. Immediate starting income of $450.00 to $600.00 per month based on 17% comm. Good solid station doing business for 38 years. Sickness, health insurance, vacations, credit union and retirement plans. Position open immediately. Send picture and qualifications to radio station WHBY. Appleton, Wisconsin.

Salesman (2) send complete resume to F.O. Pease, G.M., WSUG, Clewiston, Florida. No fone calls.

Help Wanted—(Cont'd)

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"Get in on ground floor! FM good music station going on the air soon in one of Ohio's top three markets. Need three unusual people . . . Salesman, Engineer, Girl Friday, all with ability to announce and all with more than just an interest in the classics . . . Experience preferred. Write immediately to Russ George, P. O. Box 565, Columbia, S. C."

Radio television jobs. Over 630 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th Street, Minneapolis 2, Minn.

Announcers

Top salary to outstanding morning man for eastern major market station. All replies confidential. Tape, resume. Box 328H, BROADCASTING.

Major Miami station needs two top personality dj's. Minimum starting salary $150.00 week. Send aircheck and resume. Box 354H, BROADCASTING.

Needed immediately. Announcer with good voice and delivery who has a first class ticket and knows how to use it! We'll pay good wages to the right man. We want a man who is not afraid of work . . . is married . . . and ready to settle down with an expanding organization. State salary, qualifications, in first letter. Box 356H, BROADCASTING.

Wanted: Morning man for southwestern station in city of 10,000. Must have network quality voice, be sober, dependable, hard working. Prefer older man who wants to settle down in small friendly community with ideal climate and earn a liveable wage. Full details with tape which will be returned. Box 372H, BROADCASTING.

Country music dj personality for board shift and part time selling. Florida fulltime all country music station offers wonderful opportunity for a dj who loves country music. Tape, resume to Box 374H, BROADCASTING.

Announcer with flair for smooth production and knowledge of music and news. Not top "40." Box 393H, BROADCASTING.

New England's finest medium market station has opportunities for experienced morning announcer and news director. Box 397H, BROADCASTING.

Complete staff needed by expanding Texas group. Complete details first letter. Must be experienced and trustworthy. Ideal working conditions and excellent salaries plus advancement. Box 401H, BROADCASTING.

Good music staff announcer, bass voice, professional delivery, fast board. Major southwest market. Send tape and resume immediately to Box 424H, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Needed immediately. Announcer with good voice and delivery who has a first class ticket and knows how to use it! We'll pay good wages to the right man. We want a man who is not afraid of work . . . is married . . . and ready to settle down with an expanding organization. State salary, qualifications, in first letter. Box 357H, BROADCASTING.

Wonderful opportunity for wide awake morning man in smaller market looking for opportunity in major eastern market. Adult formal. Deep resonant voice, strong commercial delivery required. Send tape, resume and photo to Box 428H, BROADCASTING.

Know music? Strong on news? Have ticket? If so, we need you for midwest 5,000 watter. Minimum maintenance. Experience. Send tape, photo, resume. Box 448H, BROADCASTING.

First phone announcer. Must have minimum 4 years experience. Adult music service and information format. Salary commensurate with experience. For KHMO, Hannibal, Missouri. Contact Jerrell Shepherd, Moberly, Missouri. Amherst 3-1601.

Creative announcer-production man. Will spend half-time on board; half-time creating and producing distinctive spot announcements. We have the tools . . . do you have the talent? Immediate opening. KWHK, Hutchinson, Kansas. Mo 5-4461.

First phone who likes to hunt, fish or ski and can do announcing for a good music format will find a happy home, with good pay, at daylighter WBNC, Conway, N. H.

Wanted: for a 5000 watter, experienced announcer with ability to do play-by-play sports. References and air tape requested. Contact Greeley N. Hilton or Ed Fuller, WBUY, Lexington, North Carolina.

Opening for experienced salesman-announcer. Who can assume duties of sales-manager. Prefer morning man background. Excellent future with a newspaper owned station. Send tape, resume to Bill Poole, WFLS, Fredericksburg, Virginia.

Beginner . . . this is it . . . tough shift (nites & weekends) . . . week-day off, prefer 1st ticket; all tapes accepted. Fast format. Manager, WHAP, Hopewell, Virginia.

For 50 kw operation, warm, friendly personality for mature audience morning show. Rush tape, picture, background to WLAC Radio, Nashville, Tennessee.

Immediate opening for experienced announcer. Send details to Manager, WMFJ, Daytona Beach, Florida.

Immediate opening for fm announcer. Fully paid pension plan and excellent working conditions. Tape, resume, and photo requested. Write WNNJ, Newton, New Jersey.

C & W specialist who also is able to do pop shows and handle some news. Come join us in the beautiful Shenandoah Valley at WSIG, Mt. Jackson-Harrisonburg, Va., and earn yourself $110 base plus 15% on sales. Job now open. Your references will be checked. An R. F. Lewis Jr. station. Write Phil Potter manager.

Immediate job with 5000 watt station as local and area news director. Will have assistant. Must work 6 days a week. Mileage allowance. 3 week vacation. Complete news studios. Salary depends on experience and qualifications. Apply: H. M. Thayer, WGHQ, Kingston, N. Y.

Immediate opening for experienced announcer. Forward audition and resume to manager, WASA, Havre de Grace, Maryland.

Help Wanted—(Cont'd)

Will need all personnel for new am station at Georgetown, S. C. Especially interested in combo men. Apply to F. K. Graham, P. O. Box 554, Vidalia, Ga.

Radio television jobs. Over 630 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th Street, Minneapolis 2, Minn.

Technical

Chief engineer, new major market, northeast stereo fm station and recording company. Must be thoroughly familiar with the latest recording techniques, equipment, maintenance, and operations. Group operation with unlimited future opportunities. Box 408H, BROADCASTING.

Chief Engineer-New York State. 90 miles from city. Box 454H, BROADCASTING.

Chief engineer for metropolitan daytimer going directional night. Part of southern group building 3 stations. Good opportunity for experience working with group engineer. Excellent working conditions. Send photo—complete resume, salary requirements first letter. Box 490H, BROADCASTING.

First fm station in prestige in first city in opportunity needs first class engineer with creative imagination for stereo. Write KRBE, 1400 Hermann Drive, Houston 4, Texas.

Educational radio station control room operator needed immediately. Second class license. essential, salary $4296, state civil service. Personal interview at applicant's expense required. Contact Dr. Ken Thomas at KSAC, Manhattan, Kansas.

Engineer experienced in control board operation and fast production needed at KSTT, Davenport, Iowa. No announcing. Contact D. H. Horner, Chief Engineer.

WJON, St. Cloud, Minn., is seeking capable engineer-announcer with above average engineering capability. WJON is now in process of building a complete new building and will house brand new X-mitter. Work will be nites. Successful applicant will be chief. Send complete background to A. E. Dahl, Gen. Mgr.

First phone engineer for transmitter duty. No experience necessary. Ideal for retired man. WTTF, Tiffin, Ohio.

"Get in on ground floor! FM good music station going on the air soon in one of Ohio's top three markets. Need three unusual people . . . Salesman, Engineer, Girl Friday, all with ability to announce and all with more than just an interest in the classics . . . Experience preferred. Write immediately to Russ George, P.O. Box 565, Columbia, S. C."

Production—Programming, Others

Experienced newsman: Must be able to write, cover beat, report. Top wages for medium Michigan market. Usual fringe benefits. Box 342H, BROADCASTING.

Wanted immediately. Program director with mature knowledge of "middle-of-road" music, production, news and public service interest. Send full details, first letter. Box 392H, BROADCASTING.

Need photographer-reporter for expanding, news conscious, midwest medium market. Aurican & Bell and Howell knowledge important. No dark room, little air work. Imagination and industry are "musts." Send full details to Box 425H, BROADCASTING.

Pulse rated No. 1 station midwest market of 300,000 looking for experienced newsman. Half and half leg work and air work. No beginners. Send particulars and/or tape to Box 435H, BROADCASTING.

Newsman needed for operation with heavy emphasis on local news. We have 3 mobile units aerial coverage, many stringers and stature and prestige in our area as a source of news and information. If you have had local news training and experience and want a good job, with good pay, contact J A. Shepherd, KNCM, Moberly, Missouri. Prefer a man familiar with Missouri. Salary open and according to experience and ability.

Help Wanted—(Cont'd)

Production—Programming, Others

Announcer-producer for am educational radio station. Masters degree desirable, bachelors degree essential, Federal Civil Service benefits, salary open, contact Dr. Ken Thomas, KSAC, Manhatten, Kansas.

Suburban Chicago—combo. First class license. Permanent. Open now. $125.00 per week. Complete information and tape to WEAW, Evanston, Illinois.

Experienced newsman to gather, write, and deliver local and area news. Send tape, resume, references to WSOY, Decatur, Illinois.

"Get in on ground floor! FM good music station going on the air soon in one of Ohio's top three markets. Need three unusual people . . . Salesman, Engineer, Girl Friday, all with ability to announce and all with more than just an interest in the classics . . . Experience preferred. Write immediately to Russ George, P. O. Box 565, Columbia, S. C."

Dude Ranch resort hotel catering to luxury trades needs cowboy-singer who plays own guitar, actually rides horses well, and would like position as assistant to manager and host, with fine possibility of advancement in hotel managerial field. This unusual opportunity requires well-educated, handsome, not-too-old male who likes the southwest and would work November-April season at modest salary to prove competence. Mail photos and resumes to C. J. Martin, Box 250, Route 6, Tucson, Arizona.

Radio television jobs. Over 630 stations. All major markets, midwest saturation. Write Walker Employment 83 South 7th Street. Minneapolis 2, Minn.

RADIO

Situations Wanted—Management

Manager. Small to medium market experience. Desire change and opportunity. Box 367H, BROADCASTING.

Manager-commercial manager. Eight years experience these capacities. Also national network and advertising agency. Solid record of profits and success. Box 409H, BROADCASTING.

Manager, sales manager. Currently employed, major west coast market account executive with eleven years all around radio background, including management. Early thirties, family man, honest, sober. Move anywhere for top management opportunity. Box 426H, BROADCASTING.

Tired blood? Mgr. with ideas; small, medium and metro experience, ready to give your station vigorous life and profits. 34. Have worked with the best. Box 455H, BROADCASTING.

Experienced general manager now available. Just completed 14 years as general manager of competitive western New England facility—sold to chain—built facility from ground up: 1st phone ticket; family man; 43 years old; want solid long term opportunity as full-charge manager. Excellent references. Box 456H, BROADCASTING.

Profits down! Expenses up! Make your station pay with a manager experienced in rough, tough small-medium market. Box 466H, BROADCASTING.

Sales

Florida, southeast. Selling experienced commercial manager. Top account executive. Currently employed Florida. No drifter, outstanding sales record, references. 20 years experience. Write Box 463H, BROADCASTING.

Announcers

Sports director, play by play football, basketball, baseball. Finest references. Box 710G, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

DJ-newsman: Tight, cheerful, personality; family, college. Best Hooper in midwest city of 100,000 during 3-6 p.m. References prove will give 100%. Tape and resume on request. Box 201H, BROADCASTING.

Sports director looking for sports minded station. Finest of references. Box 220H, BROADCASTING.

School of Broadcasting graduate, thoroughly tranied. DJ, news, board. Colored. Box 286H, BROADCASTING.

Disc jockey—announcer—newscaster. Experienced. Control board operator. Bright sound. Box 346H, BROADCASTING.

Experienced sports announcer. Play by play on all sports. Specifically, baseball, football, basketball. Young and exciting. Desires sports minded station. Midwest preferred. Box 384H, BROADCASTING.

Negro announcer, looking for employment. Graduate of A-TS. Will travel. Box 404H, BROADCASTING.

Staff announcer. Experience all phases. First phone. Married. Box 419H, BROADCASTING.

DJ, seven years experience, knows music. Family. Box 420H, BROADCASTING.

Presently working crew available. Sales, production, management. Present situation was neglected operation at time of takeover. Have increased business 800 per cent through aggressive sales and intelligent adult programming. Can move in Sunday night—have operation clicking Monday morning. If you have an honest end rate of no less than $3.00, we are interested in your operation. Write Box 421H, BROADCASTING.

In top one-hundred market as announcer salesman. Good sales record and proven air rating. Write Box 434H, BROADCASTING.

Attention North-East: Announcing, sales, copy . . . available, Oct. 20th. Box 436H, BROADCASTING.

5 years experience, radio and tv, including all phases of radio announcing. Presently have top rated children's tv show and tv sports. On camera commercials. Interested in radio and/or television. Top references. Married, two children, draft exempt. Box 440H, BROADCASTING.

Announcer now working-top metro market desires change to better permanent position. First phone. DJ work okay, but please no top 40 (only) station. Prefer east or southeast. $115.00 week min. Box 441H, BROADCASTING.

Currently employed dj, bright, happy sound, seeking station with same characteristics. Northeast preferred, but all considered. Box 442H, BROADCASTING.

I want to join your staff. Young, capable, radio school trained, willing to relocate. Staff announcing, music, news, sports. References and tape. Box 446H, BROADCASTING.

1st class ticket. Not too much experience. Willing to work, eager to learn. Box 447, BROADCASTING.

With number one in top thirty market, midwest. Prefer south Los Angeles, Texas. Top forty or good "good music." Humorous style. Bright. Seven years experience. 25, family. Military completed. References. Available November. Box 449H, BROADCASTING.

Attention New England! Presently employed family man of four seeking permanency medium or large market good music station. Six years experience. Pd, nd, sd, dj, am man, play-by-play. $125.00 minimum. State type of audition required. Box 459H, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Announcer with 6 years diversified broadcast experience desires permanency with eastern adult station. Resume and interview. Salary not cheap but negotiable. Box 460H, BROADCASTING.

DJ, two years top rated jock 50,000 kw eight station market. Seeks Florida available two weeks. Box 465H, BROADCASTING.

Announcer, dj; tight format, mature voice, experienced. Want to settle. Box 467H, BROADCASTING.

Experienced deejay and newsman—married. Desires work in N. Y., general area. Not a drifter. Tape, resume or personal interview, available upon request. Box 469H, BROADCASTING.

5 years experience announcing plus programming, production and first phone. Best offer. Box 470H, BROADCASTING.

DJ-announcer. Nine years major market. No screamer. Minimum $125.00. Employed. Box 472H, BROADCASTING.

Versatile staff announcer. 33. Married. Veteran. Experienced. Excellent knowledge good music. (Modern jazz, show music) Strong news. 200 mile radius N. Y. Box 481H, BROADCASTING.

Announcer, first class ticket, experienced. Family man. Bright happy sound. Want to settle. Box 482H, BROADCASTING.

Experienced announcer, dj. Progressive family man. Fast board. Negro. Box 483H, BROADCASTING.

Ambitious negro announcer, dj, run tight board, experienced, newscaster. Willing to travel. Box 484H, BROADCASTING.

Immediately or sooner—young, ambitious, experienced announcer. Bright, tight, creative. Box 486H, BROADCASTING.

10 years radio-tv news, sports, veteran, skilled all phases. 30, married, located west coast. Box 488H, BROADCASTING.

Announcer, 23, 2 yrs college, 1½ yrs. experience. AFRS-TV. Type 50 wpm. Prefer station near college town. For tape and resume write: Norm Colwell, 2443 Broad St., San Luis Obispo, California.

Five years radio-tv experience in sportscasting, coupled with a well-rounded staff-sales background. Conscientious thirty-year old family man, college educated, seeking west coast assignment. 725 Indiana Ct #2, El Segundo, California. Eastgate 2-5605.

Stop—look no more—here's dj, production and program director who has 6 years experience in all phases of modern radio. Married, with service obligations completed. Looking for a home in a medium or large market. In the past 3 years has had a number one pulse rating in a medium market. No prima donna, love work. Minimum salary $140 per week. Available immediately. Interested, write Frank Malone, 6503D Military Highway, Norfolk, Va. 853-5635.

Combo-man with limited experience desires station in Florida or surrounding states. Mature with liking for good music. Fair announcer with first phone. Bob Mundy, 1250 Emeralda Drive, Orlando, Florida.

Announcer, 1st phone, no maintenance. $85, no car. BE 7-6721 after 5. Walter Piasecki, 2219 N. Parkside, Chicago, Illinois.

Getting out of radio sales. Desire announcing fulltime. Two years doing both. No rock. Will consider all offers, 3rd phone, call RA 2-3049, 1215 West Santafe Ave., Mr. R. H., Merced, California.

Have ticket, will travel, working in New Mexico. Write to Ray Smith, 1506 3rd. N.W., Albuquerque, N. Mexico.

Announcer with one year experience. Wants opportunity to sell. Write Kenneth Watts, P.O. Box 44, Chester, S. C., or call 385-2274 after 6 pm.

Situations Wanted—(Cont'd)

Announcers

Mature announcer. Single, 40, stable individual, good character, familiar with hard work, presently employed. 2½ years experience—5 hours per week, operate own board, good pop and adult music format. Desires full time opportunity with small operation. Third phone. References. Box 475, Logansport, Indiana.

Technical

Experienced first phone, chief, dj, news. Florida—Texas preferred. $100. Car. Ten days notice. Box 344H, BROADCASTING.

First phone engineer. Fourteen years experience. Radio or tv. Midwest location. Married. Available immediately. Box 430H, BROADCASTING.

Combo: Friendly engineer. Weekend announcer, 4 years experience. Good . . . reliable. Presently employed. Box 433H, BROADCASTING.

Technical school grad, first phone. Two years experience. Master control major market radio, tv, fm station. Reliable, best references, single, combo considered. Southern California preferred. Available there personal interview my expense. Box 468H, BROADCASTING.

Young, chief engineer, announcer desires position with permanency and advancement in east. Box 485H, BROADCASTING.

4 yrs. C.E. 1 kw daytimers, no announcing. Present 6 month, c.e. rust. Remote control unsat., Anthony Ostopoff, P. O. Box 3681. Phone 334-2661. Charlotte 3, N. C.

Production—Programming, Others

Internationally-known program director desires change. Seasoned young executive. Exceptional ability in audience development, all age groups. Unexcelled references. Consider solid, established station anywhere. Low five figures. Detailed resume available. Box 203H, BROADCASTING.

Program director. New England, New York, Pennsylvania. Experienced all formats. $150.00 minimum. Box 422H, BROADCASTING.

Have advanced to limit as dj at mid-south's number 1 station. Greatest talent in creative administration, so am seeking p.d.—ship in 100,000-500,000 market. Phone area 504 no. 835-1952 or write Box 427H, BROADCASTING.

Program-production manager. College grad, experienced administrator. Specialize in new ideas, music programming, spot production. Minimum salary $150.00 a week Seek station needing man to take charge of all programming. Write Box 432H, BROADCASTING.

Qualified broadcast reporter. Authoritative, articulate—ranks with the above average good voices. Varied adult schedule. Box 439H, BROADCASTING.

Tops in copy, disc jockey. Idea Girl. Great! Hire me. Don't wait! Box 443H, BROADCASTING.

Young, devoted newsman desires solid position with news minded am and/or tv. A-1 reporter-writer. Ability to dig . . . editorialize . . . analyze. Responsible newsman, not dj or commercial announcer. N.Y.C. newspaper; radio-tv background. Currently with network affiliate. Top 25 markets. Willing to accept challenging position. Box 479H, BROADCASTING.

Mtn states or Calif! 5 years experience production, programming, all phases of radio. 2 years major market. Wish permanent position in or near larger city. Sincere, 32, family man. Asking $500 month. Box 480H, BROADCASTING.

Composer of music will collaborate with poem writers. E. Greene, 35833, Miami, Florida.

TELEVISION

Help Wanted—Sales

Sales manager for midwest network medium-sized market. Excellent opportunity for person with right background and sales record. Opportunity for further advancement. Box 271H, BROADCASTING.

Salesmanager wanted. ABC affiliate in southeastern market has opening for salesmanager who knows his way in the south. Excellent salary and commission. Please furnish complete resume and confidential interview can be arranged. Box 360H, BROADCASTING.

TV sales experience. We have an opening for you. Draw-commission, no ceiling, profit sharing, insurance and vacation. Write KFBB, Box 1139, Great Falls, Montana.

Experienced tv salesman wanted to make money. Want a self-starter. We are an ABC-TV affiliate in expanding Florida market with tremendous potential. Please send background first. Draw based on experience. William V. Miller, WLOF-TV, Orlando, Florida.

Announcers

Newscaster for Westinghouse station in major market. Please include tape and picture. Box 418H, BROADCASTING.

WITN-TV, Washington, North Carolina needs announcer for both booth and live duties. Can also use good weatherman. Prefer native to southeastern seaboard states. Send full qualifications, tape recording and picture to Hal Wilson, Director of Operations.

WSBT-TV established respected leader in the area offers staff opportunity for man with 2-3 yrs experience. Must be veteran or draft exempt. If interested in prestige station, salary plus talent, insurance, hospitalization and pension benefits, send resume, tape (video preferred) and photo to Personnel Director, South Bend Tribune, South Bend 26, Indiana.

Technical

Midwest vhf station, needs experienced studio and transmitter man. Must have first phone license. Please include draft status in resume. Box 667G, BROADCASTING.

Midwest metropolitan vhf has opening for transmitter maintenance man. Must have RCA transmitter experience. Box 423H, BROADCASTING.

Film technician: Competent, experienced man to technically evaluate film and maintain quality control in large film-video tape operation. Send resume and references to: Supervisor of Recording Services, WTTW, 1761 E. Museum Drive, Chicago 37.

Vacancies for tv control room operators and maintenance technicians. Tulsa and other areas of Corinthian stations. Write G. G. Jacobs, 302 So. Frankfort, Tulsa.

Production—Programming, Others

Producer-director. Excellent production opportunity with leading midwestern tv station doing above average live program schedule. Production experience required, good creative background desirable. Send detailed resume and salary requirements to Box 390H, BROADCASTING.

TELEVISION

Situations Wanted—Management

Manager-commercial manager. Eight years experience these capacities. Also national network and advertising agency. Solid record of profits and success. Box 410H, BROADCASTING.

Announcers

TV—radio announcer. 11 years experience. Versatile background. Box 457H, BROADCASTING.

Live childrens show. Low cost 2 man package. Box 458H, BROADCASTING.

Situations Wanted—(Cont'd)

Technical

Transmitter engineer — television. Supervisory or operator capacity—experienced in both. Ten years in broadcasting. Free to travel—if price is right. Sound reason for applying for new position. Box 452H, BROADCASTING.

Engineer with 11 years experience in radio and tv. Desires job in south or west in radio or tv. Drennon Kenny, 1708 Lucile, Wichita Falls, Texas. Phone 767-0917.

Production—Programming, Others

Photographer. Family man. 3½ years with award winning news department. Shoot-edit. Sof-sil, plus dark room. Box 431H, BROADCASTING.

TV and film coordinator now with leading ad. agency. Requires change to network or tv station admin. post. Interested only in challenging top-pressure work. Box 438H, BROADCASTING.

Writer/announcer available Nov. 1st. Six years experience. Draft exempt. Enjoy difficult assignments. Box 453H, BROADCASTING.

Announcing, directing, production; programming. Eight years experience. Excellent references. Resume available. Write or phone Herb Buck, 602 Ohio Avenue, Fort Pierce, Florida.

Skilled cinematographer - editor, desires steady employment with tv news department of an Arizona, Texas or California station. 28, married and draft exempt. Schooling—experience: motion pix, tv, music, dramatics and pr. Will pay for interview trip. Henry Elstein, 58, Burley Circle, Cincinnati 18, Ohio. Telephone: JA 2-5599.

Man with talent plus going to waste in radio, desired to move into tv. Can do Santa Claus show, teen show or what have you. Call Ra 2-3049, 1215 West Santafe, Merced, California. Consider all offers. Robert North.

Educational television: Producer-director, engineer & instructor. B.S. in speech, experience in commercial broadcasting, able to instruct in speech & drama. Position where graduate work is available, designed, but not necessary. Resume available. Write: Michael P. Stowers, 1404 N. Franklyn Ave., Bloomington, Illinois.

FOR SALE

Equipment

RCA BTA-1MX 1000 watt am transmitter. **Excellent condition, appearance and performance. 5 years old. Six 833-A, other tubes. Box 294H, BROADCASTING.**

Latest RCA 250 watt transmitter BTA 250M, built in remote control, many spare parts and tubes. Excellent condition, sell very reasonable. Box 473H, BROADCASTING.

All components for 10 kw 3-phase power supply, including modulation transformer. Also some used, one new, 891-R tube. Write KGEM, Boise, Idaho, for details and prices.

1 Hewlett-Packard distortion analyzer model 330-B. 1 Hewlett-Packard audio oscillator model 201-B. 1 Raytheon transmitter control console. F.O.B. Greenville, good offers accepted. Vern Hutchinson, WESC, Greenville, S. C.

Andrew Heliax, 350′, type H 1-50 (RG-270/v), 1 5/8″ size, 50 ohms impedance, gas tight, black polyethylene jacket. Write Don Kemp, WSWM, Box 289, East Lansing.

One used R. E. L., Inc. 10,000 watt fm broadcast transmitter complete with 1,000 watt driver and interconnecting wiring. Transmitter type No. 518-DL, including R. E. L. type 600 frequency modulation monitor. Immediate delivery. Capital Broadcasting Company, Inc., Virgil Duncan, Chief Engineer, 2619 Western Boulevard, Raleigh, N. C., Telephone 828-2511.

For Sale—(Cont'd)

Equipment

Am, fm, tv equipment including monitors, 5820, 1850, p.a. tubes. Electrofind, 440 Columbus Ave., N.Y.C.

Gates BT-1AH 500 watt high band vhf-tv transmitter. Discontinued model, will tune to any frequency 7-13. Last catalog selling price $16,750.00. Close-out price $9,995.00 f.o.b. Quincy. Contact Gene Edwards, Gates Radio Company, Quincy, Illinois for further details.

Used fm transmitter—one RCA BTF-10B 10 kw fm transmitter with one set used operating tubes. Now tuned to 96.1 mc. Price $4,900.00 as is f.o.b. Gates Radio Company, Quincy, Illinois. Contact Gene Edwards for further details.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

Transmission line, styroflex, heliax, rigid with hardware and fittings. New at surplus prices. Write for stock list. Sierra Western Electric Cable Co., 1401 Middle Harbor Road. Oakland 20, California.

Image orthicon chains (2)—For quick sale. RCA TK31—Contact Glenn Winter or Jack Schuster, Phone 25531, York, Pennsylvania.

WANTED TO BUY

Equipment

Wanted 10 and 50 kw am-transmitters—250 foot towers. Box 391H, BROADCASTING.

Conventional tape recorders in good condition. Preferably Ampex, Magnecorder, etc. Box 445H, BROADCASTING.

Used equipment for one kilowatt fm operation. Need everything. Quote price. Box 461H, BROADCASTING.

Wanted: One modulation transformer, suitable for RCA BTA-1M or MX type transmitter. WCTA, Andalusia, Alabama.

10 kw fm amplifier with power supply or RCA type BTF-10B fm transmitter. Also wanted a 1 kw fm transmitter of any manufacture. W. C. Florian, WNIB, 108 North State Street, Chicago 2, Illinois.

Wanted, used two channel consol any make or model. Also RCA studio mikes 44BX, etc. Larry's Record Service, 133 N. Seltzer St., Crestline, Ohio.

Wanted: Ampex 300's. Need 2, cash or will trade 351's. Contact Bill Meeks, Pams, 3123 Knox, Dallas or call LA 6-7721 immediately.

Need WE 23-C studio console. Will also consider Collins dual channel. State condition and price in first letter. Box 10513, Tampa 9, Florida.

Stations

Operation showing two working owner incomes totaling 30M minimum. Box 471H, BROADCASTING.

Religious, educational station with limited budget urgently needs used console and tape recorders. Contributions tax deductible, KWAR-FM, Wartburg College, Waverly, Iowa.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

INSTRUCTIONS—(Cont'd)

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting October 11, January 3, 1962. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California. Authorized by the California Superintendent of Public Instruction to issue diplomas upon completion of Radio Operational Engineering course.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43 N.Y. OX 5-9245.

FCC License in six weeks or less. Instruction covers additional material of new FCC examinations. No increase in tuition. License guaranteed for tuition of $300.00. No charge for extra time if needed. Next classes October 30 and January 8. Pathfinder. 5504 Hollywood Boulevard, Hollywood, California.

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

MISCELLANEOUS

Paying $1,000.00 yearly for 15 minutes daily. Pay in advance monthly. Christian overseas news. Reply only if you program minimum two hours daily religion. Gospel Radio Broadcasters, 5610 Camellia Avenue, North Hollywood, California.

"Deejay Manual," a complete gagfile containing adlibs, bits, gimmix, letters, patter . . . **$5.00; Show-Biz Comedy Service, 65 Parkway Court, Brooklyn 35, N. Y.**

25,000 professional comedy lines, routines, adlibs. Largest laugh library in show business. Special monthly topical service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N.Y.

Business Opportunity

Let's merge talents/money! Need active sales partner with money, administrative sales-ability, willing traveller, ambitious money-maker. . . . For established money-making sales/commercial company. Box 371H, BROADCASTUNG.

RADIO

Help Wanted—Sales

Aggressive, experienced salesman with proven record of selling success to serve as account executive in the West Coast Division of a major television film producer and distributor. Excellent opportunity for right man. Top draw against commission plus transportation expenses. Send resume and sales record. Box 489H, BROADCASTING.

Help Wanted—(Cont'd)

Sales

BROADCAST SALES ENGINEERS WANTED

Immediate opportunity for sales engineers to manage broadcast equipment sales in various territories. The main requirement is a broad background in radio combined with some sales experience. Also, must be aggressive, responsible and with a deep desire to sell equipment. Excellent starting salary with an attractive incentive program and all travel expenses paid.

Opening also available in home office sales staff preparing technical proposals for men who want to sell but cannot travel.

Become part of the dynamic expanding sales organization of a nationally known electronics manufacturer. Send resume immediately to Box 241H, BROADCASTING.

EXECUTIVE SALESMAN

To sell exciting, complete and proven sales promotion and merchandising plan to top station management. One radio or tv station in a market is franchised. In addition men will help train station sales personnel to effectively sell plan. Must be free to travel. Most territories open. Excellent opportunity for right men to join one of America's most reputable organizations serving the broadcasting industry. Top salary, bonus and all expenses. Send resume, full particulars, and photograph to:

Box 462H, BROADCASTING

"SALES DEVELOPMENT"

"Two men for Radio and Television sales development departments. Must be talented, aggressive and know how to turn their knowledge of radio and television production into sharp selling tools. You will work with account men, create brochure and videotape presentations, make the presentation to the client with the account man, supervise all production phases of the presentation and commercials. Working knowledge of retail stores and their problems is a must. Send detailed resume to Ed Gish, Sales Development Department, KCRA-TV, 310 - 10th Street, Sacramento 14, California."

Help Wanted—(Cont'd)

Announcers

$15,000 PLUS for MORNING MAN

Major eastern metropolitan radio market. Modern pop music format. The competition is tough, but good man can help us beat them. Must have minimum 3 years experience. Tape and resume held in strictest confidence.

Box 474H, BROADCASTING

WANTED QUALITY RADIO-TV ANNOUNCER

Major New England radio-TV station invites applications from high caliber announcers, well seasoned in both media. Excellent voice and photogenic qualities are required. Write:

Box 487H, BROADCASTING

Production—Programming, Others

We need news announcer—writer with good journalism background. Good possibility of becoming News Director. Station has strong local news acceptance, AP, UP and RPI services. Send resume, picture, tape and salary desired.

Reply to:

Chuck Phillips
Program Director
Radio Station WEMP
Milwaukee 3, Wisconsin

WERE

Cleveland's top news station is expanding its award winning news staff. The man we seek must have proven background in the news field with a distinct personality. If you think you're our man, please rush tape, photo and resume to:

Ray Tannehill, News Director
Radio Station
WERE
1500 Chester Avenue
Cleveland 14, Ohio

RADIO

Situations Wanted—Management

GENERAL MANAGER; available around first of year. Present station being sold. 15 years experience all phases. 37. Family. Sober. Active in community affairs. Excellent recommendations include present employers. Organize and develop new station or administer operating concern. Active in sales, etc. First phone many years. Prefer western market 20-50,000 or perhaps small group. Would like eventual partial or full purchase opportunity, though not essential. Box 437H, BROADCASTING.

Announcers

Top rated DJ in large metro market during traffic hours. Family man. Knowledge of all types of music. 18 years experience. Looking for permanent home.
Box 478H, BROADCASTING

Production—Programming, Others

NEWS & PUBLIC AFFAIRS SPECIALIST

AM:
Heading a five man radio-television news department in a major mid Atlantic market of over a million. Talented reporter—writer—cinematographer—news director with an excellent voice and camera presence. An aggressive 34 year old professional newsman.

HAVE:
A good job with reasonable security, an excellent reputation in the business. Many network feeds and newsreel films to my credit. Some sound investments, a good credit rating, and the finest of professional references.

WANT:
Larger horizon, a better job in a top market with a bigger challenge and a bigger reward. . . . Videotape, film, and resume available on request. Travel anywhere for personal interview.

Box 477H, BROADCASTING

NEED HELP?

LOOKING FOR A JOB?

SOMETHING TO BUY OR SELL?

For Best Results
You Can't Top A
Classified Ad
in

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

MISCELLANEOUS

Moving?
Send for Booklet

A free, 16-page booklet prepared by Burnham Van Service, Inc. can give you helpful, work-saving, cost-saving pointers on how to organize your move from city to city when you change jobs. How to prepare to move, tips on packing, a helpful inventory checklist of things to do are among the topics included. Write for your free copy. No obligation. Chuck Swann, Burnham Van Service, 1634 Second Avenue, Columbus, Georgia.

FOR SALE

Equipment

SUBCARRIER GENERATOR FOR SCA MULTIPLEXING

Model SCG-2 features high performance at low cost. Use with any FM transmitter with MX input. Write for technical data to:

MOSELEY ASSOCIATES

4416 Hollister Ave., P.O. Box 3192
Santa Barbara, California

FOR SALE

Stations

PACIFIC NORTHWEST REGIONAL

Non-competitive single market fulltimer located in beautiful coastal area. Good gross and earnings history. Non-active owner advised to sell for health reasons. Extremely well equipped. Good real estate included in total price of $100,000 on excellent terms.

Box 209H, BROADCASTING

Florida fulltime kw. . . . Good opportunity owner-operator. . . . $100,000.00, 29% down with long term pay out. No brokers.

Box 338H,
BROADCASTING

Excellent property for sale. Only radio station in county, with over $37,000,000.00 retail sales. Class 4 local. Already increased to 1000 Watts daytime. Located in Midwest within 250 miles of Chicago. Yearly gross over $94,000.00. Would be interested in selling station plus owner home on 40 acres. Properties priced separately. Station $170,000.00. This is not a broker's ad.
Box 301H, BROADCASTING

For Sale—(Cont'd)

Stations

FULL TIME NEVADA

Sacrifice at $90,000. 29% down. 5 years. Ideal for owner-operator.
Box 476H, BROADCASTING

Midwest	single	500w d	100M	terms
Georgia	single	daytime	45M	25dn
West	small	VF-TV	150M	29%
New York	medium	daytime	120M	29%
Calif.	suburban	1kw-D	100M	29%
South	metro	fulltime	175M	cash
Texas	metro	1kw-D	225M	29%
South	Negro	low freq	75M	29%

And others

CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

GUNZENDORFER

SOUTHERN CALIFORNIA. Single market fulltimer. $125,000. 29% down. Easy payout. "A Gunzendorfer Exclusive."

ARIZONA SINGLE MARKET. 1000 watts. Asking $145,000 with $42,000 down. "A Gunzendorfer Exclusive."

WILT GUNZENDORFER AND ASSOCIATES

8630 W. Olympic, Los Angeles 35, Calif.
Licensed Brokers *Financial Consultants*

La. single $40,000—La. single $26,950—La. major $100,000—Okla. single $100,000—Tex. medium $160,000—Tex. single regional $145,000—Tex. single $59,750—Ark. major $180,000—Tenn. major $375,000—Fla. major power $550,000—Fla. major power $237,000—Tex. metro $275,000—N.M. regional $150,000—N.M. fulltimer $160,000—Calif. single regional $100,000—Miss. single $45,000—41 radio listings $26,950 to $865,000—7 tv $150,000 to $4,000,000.

PATT McDONALD CO.
Box 9266—GL. 3-8080
AUSTIN 17, TEXAS

STATIONS FOR SALE

CALIFORNIA. Daytimer. $75,000. $15,000 down.

WEST SOUTH CENTRAL. Exclusive. Daytime. $42,000. $10,000 down.

NORTHWEST. Daytime. Exclusive. Asking $28,000. $12,000 down.

NEW ENGLAND. Daytime. Asking $85,000. 29% down.

JACK L. STOLL & ASSOCS.
Suite 600-601 6381 Hollyw'd Blvd.
Los Angeles 28, Calif HO. 4-7279

Continued from page 97

berry River area, Utah—Granted cps for new vhf tv translator stations on chs. 8, 13 and 10 to translate programs of KSL-TV (ch. 5), KCPX-TV (ch. 4) and KUTV (ch. 2) all Salt Lake City, Utah.

WBBY Wood River, Ill.—Granted mod. of cp to make changes in DA system.

WSVM Valdese, N. C.—Granted extension of completion date to Dec. 15.

Actions of Oct. 4

Palm Springs Translator Station Inc., Palm Springs, Cathedral City and Palm Desert, Calif.—Granted cps for new uhf tv translator stations in chs. 75, 79 and 82 to translate programs of XETV ch. 6 Tijuana, Mexico via K77AV Palm Springs, Calif., KFMB-TV San Diego, via K70AL Palm Springs, and KOGO-TV San Diego, via K73AD Palm Springs; condition.

Uintah County, Redwash, Bonanza, Roosevelt, Ft. Duchesne, Whiterocks, Neola and Vernal, Utah—Granted cps for nine new vhf tv translator stations on chs. 7, 9, 11, 13, 10, 8, to translate programs of KCPX-TV ch. 4, KUTV ch. 2, KSL-TV ch. 5 all Salt Lake City.

Actions of Oct. 3

Laurier Tv Club, Laurier, Wash.—Granted cps for new vhf tv translator stations on chs. 11, 9 and 7 to translate programs of KHQ-TV ch. 6, KXLY-TV ch. 4 and KREM-TV ch. 2 all Spokane, Wash.

■ At request of petitioners to withdraw pleading, dismissed as moot petition by National Assn. of Broadcast Employes & Technicians, AFL-CIO, and American Federation of Tv & Radio Artists, AFL-CIO, directed against memorandum opinion and order released Aug. 7 which granted applications for assignments of licenses of Rochester, N. Y., stations WROC-TV from Transcontinent Tv Corp. to Veterans Bcstg. Inc., and WVET-TV from Veterans Bcstg. Co. to WHEC Inc.

WAAB-FM Worcester, Mass.—Granted assignment of license and SCA to Waterman FM Corp.

WORD Spartanburg, S. C.—Granted assignment of licenses to Belk Bcstg. Co. of South Carolina.

WMBM Miami, Fla.—Granted assignment of license to Consolidated Communications Corp.

WDLR Delaware, Ohio—Granted relinquishment of negative control each by Theodore H. Oppegard and Carl R. Lee through sale of stock by Delaware to C. Robert Taylor.

WITZ-FM Jasper, Ind.—Granted cp to install new trans.

WZRH Zephyrhills, Fla.—Granted cp to replace expired permit for am station.

WKLW(FM) Grand Rapids, Mich.—Granted mod. of cp to increase ERP and change trans.

***KFJC(FM) Los Altos, Calif.**—Granted mod. of cp to change ant.-trans. location; type trans.; decrease ERP to 32 w; increase ant. height to 1,386 ft.; remote control permitted.

■ Granted mod. of cps for following stations to change type trans.: WYAL Scotland Neck, N. C., condition, and KGFJ Los Angeles, Calif. (one main trans.).

Following stations were granted extensions of completion dates as shown: KEBJ(FM) Phoenix, Ariz., to Jan. 7, 1962; WYCE(FM) Warwick, R. I., to Jan. 15, 1962; KCJH San Luis Obispo, Calif., to March 9, 1962; WJEF-FM Grand Rapids, Mich., to Feb. 8, 1962; WRIT-FM Milwaukee, Wis., to Oct. 30; KWIN Ashland, Ore., to Dec. 15.

WSAI-FM Cincinnati, Ohio — Granted change of remote control authority.

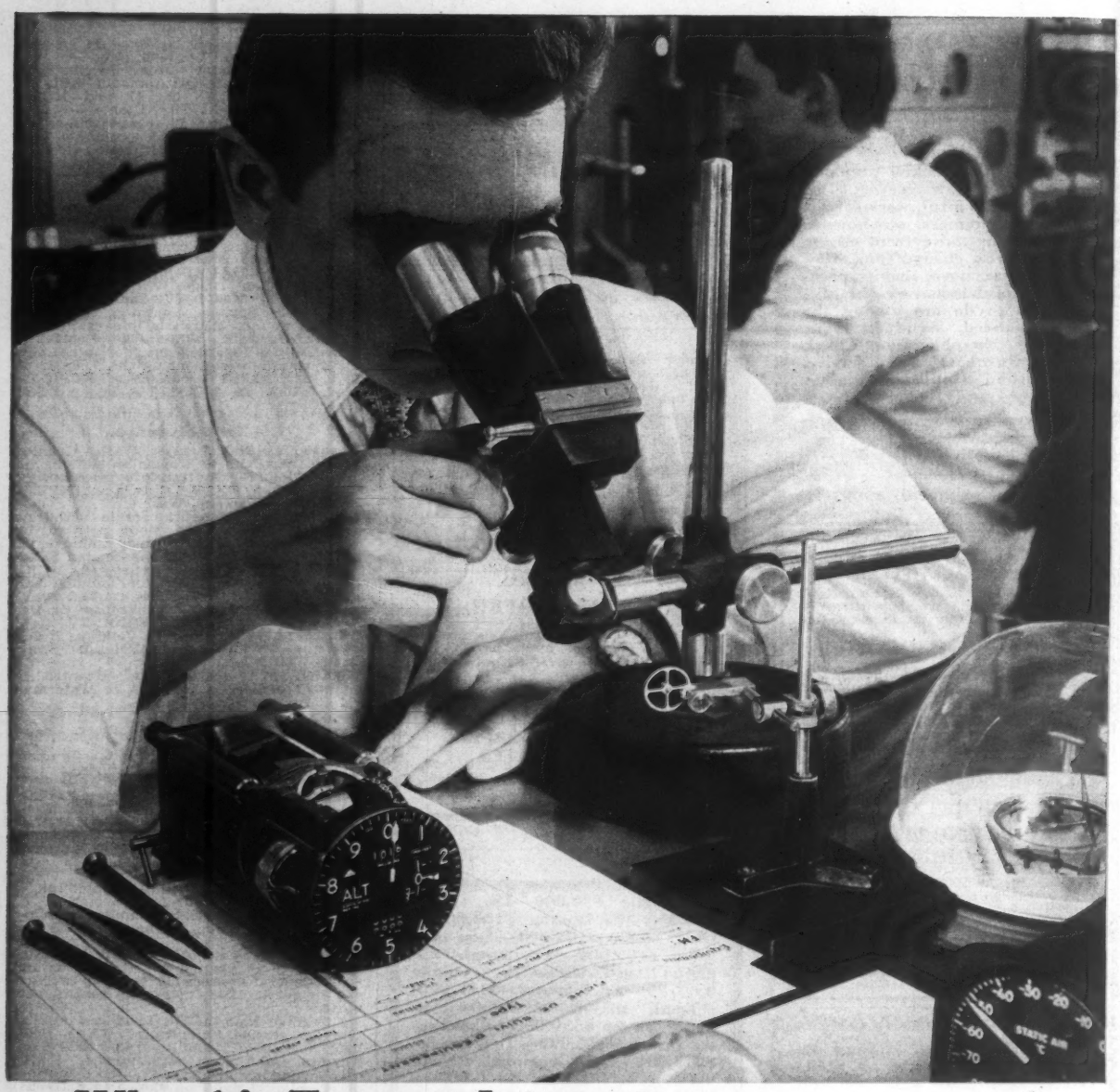
Translators

Binghamton Press Inc., Johnson City, N. Y.—Waived Sec. 4.702 of rules and granted application for new uhf tv translator station on ch 75 to translate programs of its station WINR-TV (ch 40) Binghamton. Action Oct. 4.

License renewals

WJR Detroit, Mich.—Granted renewal of license; conditioned that operation under this renewal is subject to whatever interference may be caused to WJR outside of its 0.5 mv/m 50% skywave contour by co-channel unlimited time Class II station assigned to San Diego, Calif., pursuant to report and order in Doc. 6741 adopted Sept. 13, 1961 (clear channel case). Action Oct. 4.

■ Granted renewal of licenses of following stations: WIVK Knoxville, Tenn.; WQOK Greenville, S. C. Action Oct. 4.



Why Air France Jet parts never wear out

This technician is subjecting a gear from the altimeter of an Air France 707 Intercontinental Jet to microscopic study. It's being examined for signs of wear or oxidation . . . and this is just one of *fifty* separate tests given every Air France altimeter every 1000 hours of use!

What's more, *each* Air France jet part undergoes exhaustive inspection . . . and has a "life" of its own. Technically, this "life" is called the "potential"—a fixed period of time when it just can't wear out. In the case of the altimeter, for instance, the potential is 5,000 hours. Yet Air France inspection is continual throughout this time period, and long *before* the potential is reached, the part has been replaced by a new one!

Such attention to detail explains why 6,525 out of 22,200 employees, almost *one-third* of all Air France personnel, are engaged in maintenance. Skilled technicians working on a round-the-clock basis guarantee that every Air France flight will leave the ground in perfect working order. One more reason why Air France is the world's largest airline, with a forty-two year record of flying experience and service.

AIR FRANCE JET

World's Largest Airline/Public Relations Personnel Ready To Serve you In New York, Chicago, Los Angeles, Montreal, Mexico City

OUR RESPECTS to Robert Reinhold Pauley, president, ABC Radio

Network radio is being shortchanged

Robert Reinhold Pauley is ABC Radio's man "in charge." As the newly-elected president of the network (BROADCASTING, Oct. 2), Mr. Pauley has joined fellow and youthful president Oliver Treyz (ABC-TV) and Donald W. Coyle (ABC International) in the executive ranks of ABC, a network that likes to think of its appeal to a "young adult audience."

Young adult Pauley has taken hold of the radio network with a gusto that would appear to fit into the pattern of youth and aggressiveness set by his colleague ABC presidents. And he's cut from the same sales cloth.

Robert Pauley got his start in radio sales, and he has stuck to his chosen field with determination as well as enthusiasm.

It almost appears that Mr. Pauley, born the son of an architect on Oct. 17, 1923, at New Canan, Conn. (where he still makes his home), trained "from the beginning" for a network presidency.

Much of what Mr. Pauley thinks should go into the building of a broadcast executive, he feels also should characterize a network. He speaks, for example, of holding a "positive point of view," and of how the right man, or in the case of a network, the "right plan" can be put forward at the "right time."

Peel It Inside Out ▪ To Mr. Pauley, it's important to get to the heart of an issue, make a decision and thus solve a problem. Or, as he notes, "Let's peel the onion from the inside out," and thus, "not waste time on the outside."

Mr. Pauley has definite plans for radio, particularly network radio.

First, he says, all of the networks will be operating in the black within two-and-a-half years. He sees a 20% increase in billing within the next year.

As for radio's "ills," that happened many years ago in Mr. Pauley's book. He feels there was no excuse for radio to have ever considered itself "sold out" (as he says the medium did in its peak years). He explains, it should have been priced "high enough." It was sold too cheaply, he emphasizes.

Actually Bob Pauley has been "in charge" at ABC Radio since the spring of 1960 when he was elected a vice president. He has made things happen at the network.

ABC Radio's *Flair* program service is now a year old and in the black. The program was started by Mr. Pauley for "image" and audience appeal to the young adults ABC likes so well both in radio and tv.

ABC Radio West was created last October, a regional network entity that covers 11 western states. In Mr. Pauley's eye, network radio must travel a path of "regionalizing" as contrasted to "cutaways."

The network under Mr. Pauley instituted 10 major news changes, among them a weekly increase from 35 to 240 "actualities," plus commentary and news in depth. Also under his aegis, the *Breakfast Club* has been "revitalized."

News Beef Up ▪ As an example of the new news look that Mr. Pauley has instituted at the network: commentator Alex Drier went on ABC Radio last January on a 6:30-40 p.m. EDT schedule on a total of 243 stations. At last count the outlets now total 301.

It's Mr. Pauley's prediction that radio emphasis on news will continue. But there is this question:

The network's objective? There are several in Mr. Pauley's opinion but he feels one overrides all others: "We seek improved programming in the local station's frame of reference." And this is where *Flair* comes in. It can be used with maximum flexibility, a phrase that can be translated as the program's use in any way the station feels it can fill a need.

The Pauley policy, moreover, is to place basics before expansion. This puts station clearances first in the list of matters which concern the network most. The philosophy:

A network must have affiliate support if it is to be effective. And Mr. Pauley believes ABC Radio now is getting good clearances and in important markets. From the time the network has been so engaged, 35 affiliate contracts were canceled, 19 of these returned after clearances were improved and of the 16 stations which chose to "stay away," 14 have been replaced.

The stress on affiliate clearance might be best explained in the credo of Mr. Pauley, which is, a belief "in delivering on each sale."

Robert R. Pauley attended St. Luke's School for Boys where he played football and baseball. He then attended Harvard prior to the war, aiming his career toward architecture along the path of his father who retired in the 1940's as an architect and builder. But that career was aborted quite early as Mr. Pauley served as a merchant marine officer (1943-46) on convoy duty around the world.

His first post-war position was with Ideal Publishing Co. (Hollywood fan magazines) for which he sold space. In 1949, Mr. Pauley entered Harvard Business School, convinced this was the field he wished to follow, and in 1951 he received his Master of Arts in business administration.

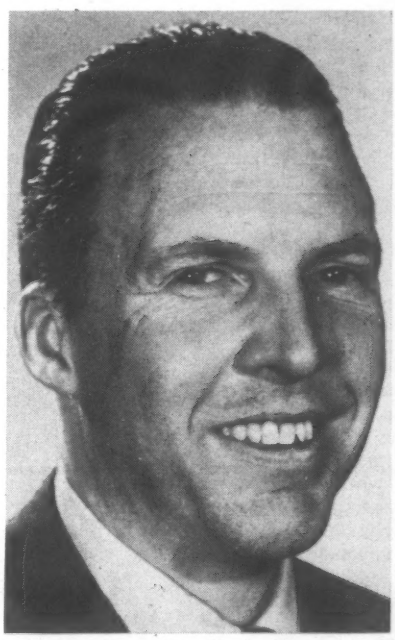
The Start ▪ In the summer of 1950 he took a part-time sales job at independently-operated WKOX Framingham, Mass. Although perhaps not obvious at this time, this post started Mr. Pauley on his radio sales career.

Mr. Pauley was an account executive at WOR New York (under the aegis of Theodore Streibert) until 1953 when he moved to NBC Radio. In 1956, he left that network for a brief stint at Benton & Bowles. In July 1956, Mr. Pauley joined CBS Radio and in October 1957, ABC Radio. He was in sales at each of the companies, and in 1959 was advanced to eastern sales manager at ABC Radio.

Mr. Pauley married the former Barbara Anne Cotton of Pound Ridge, N. Y., in 1946. They have four children.

Mr. Pauley's associations include memberships in the Harvard Club in both New York and at New Canaan, the Empire State Society, the Sons of the American Revolution and the Radio & Television Executives Society.

He's no "hobbyist" although the nearest things to an avocation might be said to be architecture and design. To a degree he's hoping there'll be some redesigning in radio ratings methods. Is network radio being shortchanged? Mr. Pauley is convinced this is the case.



Robert Reinhold Pauley
Positive viewpoint

Percentages and people

IN the latest set of television audience statistics compiled by TvB there is one table that strikes us as singularly significant.

The table, which along with other highlights of the TvB report is published elsewhere in these pages, compares "television usage during an average minute" of the first six months of this year with usage during the same periods of 1959 and 1960. Nobody is apt to be surprised that it shows steady overall gains in audience just as there have been steady overall gains in the amounts of money that advertisers have invested in television.

The point where trouble lies is in the figures for evening viewing (6 p.m. to 1 a.m.). Morning, afternoon and total-day viewing have gone up by any standard, but evening tune-in, expressed as a percentage of the total potential audience, has declined. Not much— from 45.3% of all tv homes in 1959 to 44.9% in 1961—but enough to make nighttime advertisers slightly restless and, we should think, give broadcasters some second thoughts. The fact is, as the table shows, the average evening tune-in is larger now than in either prior year. Because the number of tv homes has increased, 44.9% today represents more homes than 45.3% did two years ago.

Yet this percentage decline should not be ignored, least of all by broadcasters. Advertisers are not apt to overlook it—though on the evidence of the TvB table they would seem to have no grounds for complaint unless they are selling to percentages instead of people.

As long ago as last April, Lever Bros. was circulating figures—compiled from the same source that TvB used, A. C. Nielsen Co.—to show that in the narrower and choicer nighttime period from 7:30 to 11 p.m. tv usage had dropped 5% in three seasons (BROADCASTING, April 17). Lever's computations were challenged on several grounds, but there is little doubt that they have influenced Lever's subsequent tv strategy.

We would recommend that broadcasting management and broadcasting programmers, especially, take the percentage slippage seriously—not as an alarm signaling immediate danger but as a symptom to be watched and cured in the only way that any audience problem can be cured: by programming. This is an unsettling thought not yet subject to proof, but it is conceivable that we may be seeing the first effects of the rising volume of "public service" programming that critics have been clamoring for. If that be true, deep thought is urgently needed—now.

Then as now

"BROADCASTING in the United States today stands in grave jeopardy. Politically powerful and efficiently organized groups, actuated by selfishness and with a mania for power, are now busily at work plotting the complete destruction of the industry we have pioneered and developed. These groups give no thought to the efforts and the moneys which have been expended nor the services which have been rendered the American people in the development of the greatest broadcasting system in the world. To protect the present system of broadcasting is a definite obligation which we as broadcasters owe to ourselves and to millions of the public whom we serve. And adequate protection can be achieved only through efficient organization. In other words, American broadcasting today is given its choice between organization or destruction."

Do these lines have a familiar ring? They should not because they were published 30 years ago in the very first issue of BROADCASTING (Oct. 15, 1931). The man we quoted was Walter J. Damm, then general manager of WTMJ Milwaukee and president of the NAB. (Mr. Damm now is living in well-earned retirement in Florida.) The occasion was the eve of the NAB's ninth annual convention.

In that year of 1931, the total broadcasting (radio exclusively) billing was $60 million. In 1961 the total radio and television billing will approach $2 billion.

From NAB's founding in 1923 until 1938 the presidency was filled by a broadcaster elected from membership. The paid executive officer was then the managing director. Philip G. Loucks, Washington communications attorney, became the first managing director at the then newly established Washington headquarters in 1930, when it was largely a paper organization. NAB was a vigorous and respected entity when he left in 1935 to re-establish his law practice. Mr. Loucks was drafted twice thereafter to reorganize the association after it had faltered.

Last week the NAB began its 1961 series of fall conferences. A new president, fourth in the line of paid chief executives, hit the sawdust trail for the first time since he assumed his post last January. He had served with distinction as Florida's governor for six years and had been chairman of the Democratic national convention in 1960.

President LeRoy Collins has not had an easy time of it these past nine months. His strong views on programming and on government relations has aroused concern. He has profited by experience, however, and has demonstrated his ability to change course. We feel that his exposure at the conferences will give him further insight since he will learn at first hand the vicissitudes of station operations and the views of many of his members.

The overall result should be salutary. The fundamental problems confronting broadcasters today are not far different from those that prevailed when Messrs. Damm and Loucks were running the NAB. The economic denominator is multiplied by 33, and there are the not inconsiderable added factors of television, fm, space satellites and politics.

There will never be peace and quiet in broadcasting. Nor should there be because if that day ever came broadcasting would become decadent. There's a difference, however, in having exciting, creative, competitive activity and being torn apart by internal discord.

It was so 30 years ago. It's just as valid today.

Drawn for BROADCASTING by Sid Hix

"Remember that low bid you accepted for painting our tower?"

As well known to the Station Man as his own Call Letters . . .

. . . the mark of
the finest in equipment
such as the new 4½ inch
image orthicon camera—the TK-12.

RCA
The Most Trusted Name
in Broadcasting